

DTSG Brand Safety Certificate



MiQ
 5th Floor
 52-54 High Holborn
 London
 WC1V 6RL
<http://www.wearemiq.com/>

Business/Brands Certified:

MiQ

Service provided:

Reseller, Technology

Month of verification:

June 2020

Good Practice Principles

How MiQ complies

1 The Buyers and sellers of digital display advertising shall ensure that the transaction is one pursuant to either (a) a Primary Agreement or (b) the specific terms and policies within an agreed or signed contract.

Digital advertising transactions are governed by MiQ's Insertion Orders (IO's) referencing MIQ's standard Terms & Conditions (Ts & Cs).

MiQ's standard Ts & Cs are available on their website:
<https://www.wearemiq.com/terms-conditions/>

Buyers can also provide their own IO referencing their own Ts & Cs.

MiQ has signed agreements with programmatic partners.

2 A Primary Agreement, or the specific terms and policies within an agreement or signed contract, should include the Buyers' and Sellers' intention as to where the advertising should (or should not) appear.

MiQ and buyers IO's contain advertising intentions. Buyers IO's containing detail of where advertising should (or should not) appear.

The Buyers and Sellers should select from one or both of the following means to minimise as misplacement:

MiQ has an appropriate schedule (whitelist) of domains from which buyers can select sites to run against their campaigns.

A. Independently-certified (to JICWEBS standards Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery): or

MiQ also has an inappropriate schedule (blacklist) of domains which is run across all campaigns by default.

B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyers and Sellers pre-delivery).

Additionally, buyers can provide their own whitelist or blacklist to run against their campaign.

MiQ have partnered with Integral Ad Science to implement the IAS blocking tool (JICWEBS certified) on all campaigns.

3 Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly. In the absence of specific provisions, then as a minimum, a statement of reasonable endeavours is required.

MiQ confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Policy which states:

"MiQ is fully committed to providing brands with the maximum level of brand safety..."

"Specifically, MiQ use...content verification tools and proprietary technology to implement pre and post bid solutions, ensuring maximum brand safety levels."

The Brand Safety Policy is available at the following link:
<http://www.wearemiq.com/brand-safety-policy/>

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Sellers should be able to explain the process(es) that form the basis of specific provision and/or the reasonable endeavours.

MiQ’s Brand Safety Policy explains the processes applied to minimise the risk of ad misplacement. These have been summarised as follows:

Appropriate & Inappropriate Schedules

MiQ’s global domain blacklist is applied as standard on all campaigns. In addition, MiQ’s whitelist of vetted domains is available for buyers to select sites to run against their campaigns. Both lists have been curated using a combination of third party data and human reviews.

Additionally, buyers’ can provide their own whitelist or blacklist of domains.

Content Policies

MiQ’s Creative Guidelines and Specifications contain content requirements including prohibited content and restricted content which applies to ad creatives, landing page, any inventory, or other content connected to advertising transactions. These guidelines are available to view here:

<https://www.wearemiq.com/creative-policy/>

Third Party Technology

MiQ have partnered with Integral Ad Science to implement the IAS blocking tool (JICWEBS certified) in addition to applying IAS pre-bid brand safety filtering (non-JICWEBS certified) on all campaigns on an opt-out basis. IAS monitoring (non-JICWEBS certified) is applied to all MiQ activity.

Grapeshot’s standard brand safety segments (non-JICWEBS certified) are applied on all campaigns. MiQ’s keyword blacklist is also applied on all campaigns via Grapeshot which clients can amend at their discretion. Custom segments can be created for buyer specific keyword blocking.

5

Both Buyers and Sellers should understand any contractual consequences should they fail to monitor this process and respond appropriately to ad misplacement via take down.

The signatory’s take down policy and procedures must be in place, clearly defined and communicated to each customer, including timeframes for take down of misplaced ads.

MiQ’s Takedown Policy is available within their Brand Safety Policy on their website and states:

“Should a client want to stop an ad campaign or have any brand safety related queries, MiQ will guarantee activity be paused and queried within 24 hours but will endeavour to do this instantly. Clients should email notice to your account manager or the alias brandsafety@miqqdigital.com.

The contractual consequences of not taking down an ad in accordance with MiQ’s Takedown policy are subject to the terms of each individual Insertion Order negotiated with each Buyer.”

6

The signatory must have procedures in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

MiQ have a process in place for handling, tracking and monitoring complaints raised under the DTSG Logged Complaint Monitoring Procedure.

7	Are there any other brand safety measures which you undertake which you might want to inform the market about, for which documentation can be provided, and which can be independently verified or audited?	All applicable brand safety measures are addressed above.
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Statement of verification provider:

We have reviewed MiQ’s policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG Good Practice Principles. Our enquiries were designed to independently confirm that the brand safety policies stated have been implemented and clearly documented where required. Our review did not extend to testing the effectiveness of any processes, procedures or controls for ad misplacement.

In our opinion, at the time of our review MiQ had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

JICWEBS Standard:



Verified by:



Address:

ABC Ltd
 Saxon House
 211 High Street
 Berkhamsted
 Hertfordshire
 HP4 1AD

About JICWEBS

JICWEBS (Joint Industry Committee for Web Standards) defines best practice and standards for digital ad trading in the UK and our mission is to deliver recognized trust and transparency to the market. JICWEBS is made up of the following trade bodies: Association of Online Publishers (AOP), Internet Advertising Bureau (IAB) UK, ISBA – the voice of British advertisers – and the Institute of Practitioners in Advertising (IPA).

About Digital Trading Standards Group (DTSG)

The Digital Trading Standards (DTSG) is an UK industry body made up of representatives from across the digital display advertising ecosystem, including the buy- and sell-side. The DTSG is comprised of representatives from advertisers, agencies, agency trading desks, demand side platforms, advertising exchanges, sales houses, advertising networks, supply from side platforms and publishers.