

UK Good Practice Principles certificate



Quantcast

Company: Quantcast
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Business/Brands verified:	Quantcast
Service provided:	Technology
Month of verification:	June 2018

Findings

Good Practice Principles	Description of compliance with the Principles
<p>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.</p>	<p>Quantcast's buyers have agreed Insertion Orders which reference the Terms and Conditions for digital display advertising.</p> <p>Quantcast's own Insertion Orders reference the Standard IAB Terms and Conditions which are available here: https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf</p> <p>Quantcast has signed agreements with all of the advertising exchanges with which it trades.</p>
<p>2 A Primary Agreement, or the specific terms and policies within an agreed or signed contract, should include the Buyers and Sellers' intention as to where the advertising should (or should not) appear.</p> <p>The Buyers and Sellers should select from one or both of the following means to minimise ad misplacement:</p> <ul style="list-style-type: none"> A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery). 	<p>Quantcast's buyers specify targeting instructions on Insertion Orders, which may include appropriate and inappropriate schedules.</p> <p>Quantcast uses a proprietary inappropriate schedule (Global Blacklist) on all campaigns. Buyers may also specify their own appropriate schedules or choose from Quantcast's UK whitelist for their campaigns.</p>

Good Practice Principles	Description of compliance with the Principles
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.	<p>Quantcast confirms that specific provisions will be applied in its Brand Safety Policy. Quantcast's Brand Safety Policy is available on its website: https://www.quantcast.co.uk/brand-safety/</p> <p>The BSP is communicated to clients via the website and regular Engineering updates - reported via an online blog: https://www.quantcast.com/en-uk/blog/leveraging-ai-to-ensure-brand-safety-and-combat-fraud</p>
4 Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.	<p>Quantcast's Brand Safety Policy summarises the processes applied to minimise the risk of ad misplacement.</p> <p>In summary, these are:</p> <p>"An inappropriate schedule is used on all campaigns and prevents a bid being made to serve an ad impression on any of the listed sites. It is regularly updated with reports from CV Tools when used on campaigns, from reviews of domains served on during campaigns and from ad-hoc requests from clients. Clients may add additional sites to the schedule on a campaign specific basis. When it is agreed during the Insertion Order process that a client's own appropriate schedule should be used then ad buying for that campaign is restricted to sites on this list".</p> <p>Quantcast use the IAS monitoring tool (non JICWEBS certified) on an optional basis to monitor brand safety on campaigns.</p>
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.	<p>The Quantcast Take Down Policy is included in the Brand Safety Policy and states:</p> <p>"We regularly review the domains that ads are served on and also receive reports from Content Verification Tools on campaigns where these tools are used. Upon discovery or notification of inappropriate sites or content, our inappropriate schedule is updated which in real time applies the block to all campaigns from that time on. Contractual elements of this policy are IO specific."</p>
6 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?	

Verified by

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Statement of verification provider:

We have reviewed Quantcast'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, Quantcast had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.

About JICWEBS

JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) was created by the UK and Ireland media industry to ensure independent development of standards for measuring performance online and benchmarking best practice for online ad trading.

About Digital Trading Standards Group (DTSG)

The Digital Trading Standards Group (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 side platforms and publishers.