

DTSG Brand Safety Certificate



Mediacom North
1 Hardman Street,
Manchester,
M3 3HF

Business/Brands Certified:

Mediacom North

Service provided:

Agency

Month of verification:

March 2019

Good Practice Principles

How Mediacom North 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.

Buyers agree a standard Insertion Order (IO) agreeing to GroupM Ts & Cs for digital advertising. Group M Ts & Cs govern all of MediaCom North's agreements.

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.

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

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 Buyers and Sellers pre-delivery).

Targeting instructions are included within IO agreements and media plans.

The GroupM blacklist represents an Inappropriate Schedule, and is active on all MediaCom North campaigns.

MediaCom North can apply GroupM's Appropriate Schedule (whitelist) and they can also apply a client's whitelist if requested.

3 Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly.

MediaCom North's Brand Safety Policy is covered under the GroupM policy and states:

"This policy document describes the governance processes which GroupM UK uses to:

- minimise the risk of clients' advertisements being placed next to content that is not contextually brand safe"

Media plans for buyers and Insertion Orders for sellers include the following link to the Brand Safety Policy located on the GroupM website:

<https://groupm-assets.s3.us-east-2.amazonaws.com/s3fs-public/GroupM%20UK%20Brand%20Safety%20Policy.pdf>

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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.

GroupM's Brand Safety Policy details the processes used to minimise the risk of ad misplacement.

In summary, these processes involve working with clients to ascertain their risk level, producing a quality score and subsequently placing them in an appropriate tier level based on this. Independent verification technology is recommended for use on the campaign. GroupM applies a network level blacklist to all campaigns and additionally can implement client blacklists or whitelists if requested.

"Where media is bought directly from publishers, domains are vetted by the GroupM UK Media team".*

"GroupM manages contextual brand safety... through a combination of the following 5 practises:

1. Trading – wherever possible buying inventory directly from high quality and trusted media owners.
2. Contractual protection - agreeing contractual trading terms that protect the interests of our clients.
3. Technology – using independent verification technology to monitor and inform our strategies and to support client requirements through, pre- and post-bid blocking, as mandated by the client.
4. Operational procedure - having defined processes to monitor, manually check and vet media to ensure it meets GroupM UK's brand safety standards.
5. Industry accreditation – gaining and supporting accreditations from industry bodies."

Furthermore, the policy goes on to state: "No Ad is placed or attempted to be placed adjacent to, or on Site(s) which promote, disseminate or are associated with:

(a) editorial or other content which is critical or derogatory of the relevant Advertiser or its products or services; or

(b) editorial or other content containing and/or relating to violence, hatred, terrorist or extremist activities or views, sex, profanity, racism, sexism, religion, gambling, pornography, abortion, hate speech, extreme political views and so-called "fake news", or any content which is contrary to the laws of the relevant territory (including without limitation political content), or any other highly explosive subject matter"

*NOTE: Inventory vetting is completed centrally by GroupM and is not covered as part of this verification.

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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.

MediaCom North's takedown policy is aligned with their parent company: GroupM. The takedown policy is also detailed in the Brand Safety Policy on the GroupM website.

The policy states: "In the event an advertiser deems the content their ad is displayed against to be inappropriate, we operate a takedown policy to remove delivery across such content within 3 hours of communication

Where external parties are in breach, they are liable to pay compensation to GroupM UK as per GroupM Publisher Terms and Conditions"

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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?

Statement of verification provider:

We have reviewed MediaCom North'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, MediaCom North 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.