

DTSG Brand Safety Certificate

matterkind



IPG Mediabrands
 42 St John's Square,
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<https://www.ipgmediabrands.com/>

Business/Brands Certified:
 Matterkind, UM, Initiative and Reprise

Service provided:
 Agency

Month of verification:
 August 2020

Good Practice Principles

How IPG Mediabrands 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 IPG Mediabrands (IPG) trading agreements and media plans, referencing IPG's standard Terms and Conditions.

 IPG also have signed Master Service Agreements with DSPs and Insertion Orders with Publishers.

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).

The IPG Media Plans contain intentions and targeting instructions of where advertising should (or should not) appear.

 IPG has an inappropriate schedule (exclusion list) which is run across all campaigns.

 Buyers can also choose to run their campaigns against a safelist and / or provide IPG with their own exclusion list to run against their 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.

IPG confirms the specific provisions applied to minimise the risk of ad misplacement in their Brand Safety Process Document which states:

 "To safeguard our clients' brands and control media standards we follow strict buying protocols to ensure brands are appearing in quality media placements and environments.

Brand Safety is an important consideration for this as without protection, poorly placed ads can impact the consumer’s perception of brands. This does not only apply to user generated content (where a brand can be seen to ‘fund’ creators of unsafe content) but in almost any context on the web because of association to the content where the ads appear.”

IPG has communicated the processes and procedures to minimise the risk of ad misplacement to clients via their Brand Safety Process Document.

4

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

IPG’s Brand Safety Process Document explains the processes applied to minimise ad misplacement as follows:

“Brand Safety is the agency minimum for content control, we put strict systems in place to ensure that no advertisements appear against pornography, terrorist content, etc (full list can be supplied). We use these same systems to tailor to each client’s individual preferences, who we work with to establish Brand Suitability preferences”

“We use pre-bid, domain level programmatic filtering technology for the Open Exchange to optimise toward quality inventory. We are agnostic and set up to implement IAS (JICWEBS certified), Double Verify, Grapeshot and others (all non-JICWEBS certified). When using pre-bid technology, we will also apply comprehensive exclusion lists which are customisable by client.

“If the circumstances call for an inclusion list, then we provide agency verified domain lists or we can create custom lists.”

“Site and keyword exclusion lists are used wherever possible. For YouTube brand safety specifically we employ the most conservative tactics available, with techniques and the use of 3rd Party solutions varying market to market depending on availability of technology.”

“As a final step for protection we will use the preferred third party verification partner to employ their creative blocking capabilities to provide an extra layer of protection should we win a bid on a domain that has passed our pre-bid vetting, yet the page level is not suitable (e.g. plane crash on a reputable news site).”

For campaigns run on social media platforms, IPG also apply additional brand safety measures including not generally running campaigns against their audience networks and adding safelists or exclusion lists where the platforms allow.

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.

IPG’s takedown policy is included in their Brand Safety Process Document and states:

“Our takedown policy is 24hours within notification of an incident.”

The contractual consequences of any ad misplacement will be defined in accordance with the terms and conditions agreed on a case by case basis with the buyer.

IPG has communicated their take down processes and procedures via their brand safety process document.

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

IPG have a procedure in place for handling, tracking, and monitoring complaints raised under the DTSG Logged Complaints 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 policies and controls are detailed above.

Statement of verification provider:

We have reviewed IPG Mediabrands 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, IPG Mediabrands 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
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 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.