

BRAND SAFETY

MEDIA IQ offer multiple safe guards for our advertisers when it comes to protection of brands online. Our settings across real time verification operate at the strictest available rules, enhanced further by additional pre and post bid protective measures. Loss of brand safety is one of the biggest threats to our business right now which is why we have a comprehensive approach designed to ensure our clients are protected.

Our brand safety settings fall into two clear parts:

- Pre Bid
- Post Bid

PRE BID

- Audited Domains – We run only on domains that have been humanly audited. With the constant refresh of online inventory new domains are not served on until individually checked by a team of specialists.
- Blacklist – We have a blacklist built from over two years' worth of trading data populated by inappropriate content
- Pre Bid CVR Blocking - Utilise Intergral Ad Science Brand Safety setting's Pre Bid. This utilises Integral's classifications and predictions of a page's safety rate based on certain criteria. We apply the strictest setting's against each criteria, as well as block un-rateable inventory sources as well as sites which have a high score against Suspicious activity
- Media IQ IP Fraud Prevention – We have developed our own proprietary automated fraud detection system looking at fraud at an IP level as separate layer to inventory and user fraud. We block fraudulent IPs on a daily basis. This is a default setting added to all campaigns.
- Semantic Blocking - Utilise Grapeshot to create custom semantic segments which allow us to block. This can be used against standard categories as well as protect any specific business rules (i.e. BT not appearing against negative content around them and their services)
- We can work on Whitelist's basis, our whitelist process is as follow's:
 - Download a list of all Passed domains via our CV Tools
 - Apply this as set domain list as a targeting parameter on a campaign level
 - Update this on a weekly basis with updated information within our CV providers

POST BID

- Integral Ad Science Real Time Post Bid Content Verification – Once a bid has been won, before an ad is served the text, images and links of the page are scanned and scored on a level of brand safety. This ranges from 1 – High inappropriate to 1000 which is deemed brand safe. At MEDIA IQ anything below a scoring of 999.9 within our ad verification system is automatically blocked, giving us the strictest possible settings from which to protect our clients; this means any slight reference to anything inappropriate will be blocked.
- URL Keyword Blocking – On top of our real time content verification we have layered on URL verification. Where real time content verification scans the content of the page this brand safety feature simultaneously scans the url for any inappropriate words. i.e mp3, torrent, sexual reference, etc
- Integrated Real Time Blacklist - We have uploaded a blacklist which is applied on all campaigns, both at the Pre and Post Bid stage. We update our Black list on our content verification partner to make our post bid process more robust ensuring that security is maintained at both stages of the brand safety procedure.
- Multiple Iframe Blocking - Most Real Time verification providers have trouble breaking through Iframes which are 4+ tags deep; this means they cannot sometimes read URL's and Pages, this is known as an "Invisible Page/Domain" – We have the strictest real time verification settings which means these are blocked.

TAKE DOWN POLICY

- Should a client want to stop an ad campaign or have any brand safety related queries, MEDIA IQ will guarantee activity be paused/query actioned within 24 hours, but will endeavor to do this instantly. Clients should email notice to your account manager or the alias brandsafety@mediaiqdigital.com.
- The contractual consequences of not taking down an ad in accordance with Media IQ's Takedown policy are subject to the terms of each individual Insertion Order negotiated with each Buyer.