Merkle Periscopix Brand Safety and Takedown Policy

1. Scope statement

The Merkle Periscopix (M|PX) Brand Safety and Takedown Policy applies to all ad placements made by M|PX on accounts directly managed by M|PX. This does not include technology partner contracts, where brand safety protocol is at the advertiser's discretion.

2. Overview

M|PX uses 'inappropriate schedules' (blacklists) to minimise the risk of ad misplacement. As well as this M|PX utilise pre-bid and post-bid tools within the buying platforms to minimise risk. The primary buying platforms used are DoubleClick Bid Manager (DBM) and DoubleClick Campaign Manager (DCM), however, in cases where alternative platforms are used, M|PX will always apply 'inappropriate schedules' and will find equivalent measures to document and apply.

Furthermore, M|PX carry out assessments for brand safety on an advertiser by advertiser basis, when onboarding any new advertiser. A strong pre-launch and quality assurance (QA) process ensures any best practices are adhered to.

We have audited major content verification (CV) providers and can utilise these, upon request of the advertiser. Similarly, 'appropriate schedules' (whitelists) can be applied when specified.

3. Assessment

Merkle Periscopix recognize that the protection of an advertiser's reputation is fundamental to the planning and management of a successful marketing campaign. We understand that, whilst there is a minimum standard of brand safety which should be applied across all our accounts, each brand has its own more specific requirements.

Brand safety considerations vary by advertiser and campaign. We will always assess brand safety on a case by case basis and make sure the advertiser or campaign-specific variables are assessed thoroughly before any activity is launched. These include, but are not limited to:

- Intended audience - for example, ensuring alcohol products are not served in environments for children.
- Legal restrictions on the advertising of the products or services which the brand offers - for example, any geo-specific legislation about advertising gambling products.
- Negative press concerning the advertiser's market or directly concerning the advertiser - for example, avoiding content about banking scandals for financial clients.
- The types of media buys – for example, if it is a publisher buy what assurances can the publisher give us from their end.

4. Pre-bid settings

Merkle Periscopix has built its own inappropriate schedule consisting of sites which have been previously flagged as unsafe, this can include inappropriate content, fraudulent activity or illegal activity. M|PX will update this inappropriate schedule at least once per month based on agency findings and/or flagged sites from 'Operation Creative' – a City of London Police initiative to flag illegal sites. When activity is run on the Open Exchange this list is applied in DoubleClick Bid Manager and/or other demand side platforms to stop bids being made on these domains.

DoubleClick classifies domains for different audience groups by looking at the content, quality and user experience of the site. As part of M|PX best practice ads are not served on any websites that have not yet been classified in this way. M|PX also block sites which contain content that is only suitable for mature audiences.

DoubleClick further categorises websites into specific themes. This provides M|PX greater control over sites to be excluded from campaigns and will always be implemented as best practice. M|PX consider the following categories inappropriate content for all advertisers.

- Adult
- Derogatory
- Weapons
- Violence
- Drugs
- Tragedy
- Transportation accidents

For a further level of granularity and control, M|PX implement negative keyword blocklists across all campaigns. These stop bids on sites which contain reference to the specified keyword. As part of M|PX best practice, a generic negative keyword list containing phrases such as: 'terrorism' and 'violence' is always implemented. In addition, industry-specific negative keywords will be added where relevant upon request or discussion with the client.

Where other Demand Side Platforms (DSPs) are used, M|PX will find equivalent settings, and inappropriate schedules will always be applied.

5. Post-bid settings

As well as pre-bid controls in DBM, M|PX also employ post-bid controls in DCM as an extra level of safety, as described below. All programmatic activity is ad served from DCM so these controls can always be employed.

Standard classifiers are used to categorise websites based on a scan of their content. These are equivalent to the category blocks in DBM described above.

In the event of a site being deemed unsafe post-bid, a brand neutral 'white space' creative is served. Because the scan takes place post-bid, the advertiser pays for the serving of the brand

neutral creative. Monitoring of post-bid blocked content will ensure legitimate brand safe impressions are not being blocked on a regular basis. This is done by adding any flagged domains to the pre-bid inappropriate schedule in DBM to ensure bids are not made on those domains.

6. Optimisation & QA

Despite these technological preventative measures, M|PX believe that regular optimisation and sense-checking by humans is also needed to ensure brand safety, therefore M|PX ensure account managers are trained to regularly carry out the following:

- Update inappropriate schedules.
- Flag suspicious domains.
- Update negative keyword lists.
- Troubleshoot platform/technology issues effectively to ensure tools can be used to full specification.

As well as this, M|PX have an extensive pre-launch checklist to ensure all the necessary pre and post-bid settings are in place before any activity goes live.

7. Takedown policy

In the event that an advertiser stops activity due to brand safety concerns, M|PX guarantees that activity will be paused within one working day of confirmed receipt of the request, but will endeavor to action this immediately. Advertisers should contact M|PX through their normal channel as well as contacting brandsafety@merkleinc.com

Any contractual consequences of not removing an ad or pausing relevant activity in accordance with the Takedown Policy will be assessed on a case by case basis as per the specific agreements set out with each advertiser.

8. Glossary

Demand Side Platform (DSP) – A tool to buy digital inventory through multiple advertising exchanges.
DoubleClick Bid Manager (DBM) – DoubleClick's DSP.
DoubleClick Campaign Manager (DCM) – DoubleClick's buy-side ad server.
Inappropriate schedules – A list of domains deemed inappropriate to purchase digital inventory from.
Post-bid - Any settings applied after a bid has been made. This is usually controlled in the ad server.
Pre-bid - Any settings applied before a bid has been made. This is usually controlled in the DSP.