

# MC&C Media: Transparency FAQs

Increased transparency in the digital advertising supply chain is important as this makes it easier for buyers to understand which suppliers in the chain add the most value. This set of Transparency FAQs has been developed by a group of IAB UK members from different parts of the industry to help buyers understand more about the companies operating in digital advertising. The questions fall under three different categories - Pricing, Placement and Data.

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Pricing

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# Pricing

Correct as of January 2019

What is your business model and how do you make money?

Our business model is a margin agreement with the client which is fully transparent and pre-agreed.

Can you outline the full details of the agreement on a booking form / contract?

Yes we provide the details of our business models into our contract with our clients.

Will you share who your trading partners are?

Sizmek, Amazon, DV360, Avocet.

Please note the answers given are self-declared and are not verified by IAB UK or independently audited, unlike under industry-owned programmes such as JICWEBS. To view the latest JICWEBS Certifications, visit <https://jicwebs.org/certification-process/signatories/>



# Placement

Correct as of January 2019

Do you own the inventory you sell?

N/A

If you don't own your own inventory then how do you access inventory and which platforms do you use?

Sizmek, Amazon, DV360, Avocet.

Do you specify your media placements and positions?

Yes, we provide site transparency details alongside 3rd party verification data from MOAT.

What insights do you provide back to advertisers?

Full performance data including CPA, Viewability, Brand Safety %, Fraud %, Optimisation Opportunities.

Does the inventory you own or access include UGC content?

Yes, but we have blacklists to remove sites which are not contextually relevant or not brand safe.

What brand safety measures do you use?

DSP Pre-Bid Filters for Fraud, Brand Safety and Viewability and Post Bid Analysis Through MOAT. We also employ white lists and frequently updated blacklists to ensure brand safety.

Which industry standards have you been certified against?

JICWEBS, IAB Gold Standard.

Do you have a policy in place for ad-misplacement?

N/A

Are you happy to share your optimisation tactics?

Yes, we share our optimisation tactics with our clients.

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# Data

Correct as of January 2019

Under GDPR what legal basis are you providing your services under?

N/A

If consent is the mechanism then can you prove how you obtained it?

N/A

Are you using the IAB Framework?

N/A

What other 3rd party data partners require consent for your business to deliver its service?

N/A

What do you do with data you obtain from advertiser's campaigns or data tags?

N/A

Are advertisers permitted to appoint their own 3rd party partners for verification and measurement?

Yes.

Will you provide a link to your privacy and data policies?

<http://mcandc.co.uk/policy/>

Will you share how you build audience, contextual and targeting segments?

N/A

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