

## MEDIAFIN DIGITAL CHARTER

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Mediafin makes an engagement with the advertising market regarding its (digital) media<sup>1</sup> for the brands De Tijd | L'Echo, Sabato and Netto | Mon Argent.

### Objective

Mediafin is committed to a relationship of trust between readers, publisher and advertisers.

This charter aims to determine and implement ad standards to be respected by Mediafin towards its advertisers and their campaigns.

The charter elucidates our approach and commitment to quality and how we wish to communicate on this issue in a transparent manner.

Through this publication, we stress the importance of quality assurance in the advertising market and our vision thereon.

### Mediafin Digital Charter<sup>1</sup>

#### 1. Non-human traffic and fraud

- 1.1. With regard to campaigns, Mediafin guarantees not to take 'non-human traffic' into consideration.
- 1.2. Mediafin guarantees it will measure fraud on a campaign basis in collaboration with MRC accredited (technology) partners (e.g. Moat). Mediafin will make this data available to advertisers.
- 1.3. Mediafin will continue to work and invest, in collaboration with specialized partners and through dedicated software, in the mapping and the exclusion of non-human traffic on its sites.

## 2. Viewability

- 2.1. Mediafin adopts the recommendations of the IAB on viewability as a (minimum) standard and guarantees their application to determine when ads are regarded as 'seen'<sup>2</sup>:

**IAB standard units:** 50% or more of the pixels appear for 1 or more seconds.  
**High-impact ads**<sup>3</sup>: 30% or more of the pixels appear for 1 or more seconds.  
**Video ads:** 50% of the pixels appear for 2 consecutive seconds.

- 2.2. Mediafin offers advertisers the 'Cost Per hour' - solution.  
This model allows customers to buy guaranteed attention (in hours) with 100% viewability (min. guarantee of 5 seconds per impression) instead of a number of impressions.
- 2.3. Mediafin guarantees it will measure viewability on a campaign basis in collaboration with MRC-accredited (technology) partners (e.g. Moat). Mediafin will make this data available to advertisers.

## 3. User privacy

Mediafin strives to build and maintain a relationship of trust with its readers. Therefore, it commits itself to be transparent in the privacy of data and the use thereof, including related to ads.

- 3.1. Personal data is securely stored and transferred in accordance with the standing guidelines and standards (GDPR).
- 3.2. Individual personal data is never disclosed to advertisers or other third parties without the consent of the user.
- 3.3. Mediafin's privacy and cookie policy will explain how we will use cookies for ad purposes, based on the readers interests derived from their profile (declarative & behavioural).
- 3.4. Our advertising terms and conditions will restrict advertisers to the sole use of cookies for the analysis of impressions and performances of campaigns and not for other purposes (such as user profiles).

3.5. Mediafin undertakes to work only with technological parties that are 'processor' of data and do not become 'owner/controller' of data.

#### 4. Brand safety

4.1. Our editorial staff works independently and free from any commercial interference.

4.2. Content marketing in collaboration with advertisers is produced by independent journalists and is clearly defined and mentions:

- Tijd Connect / Echo Connect
- Partner Content

4.3. By using semantic A.I. (AdmantX by IAS) technology, we guarantee that your campaign will not be shown in an inappropriate advertising context:

- Disasters, terrorism
- Negative context concerning your sector or brand

#### 5. User Experience

5.1. Mediafin is committed to optimizing the download speed and 'responsiveness' of the Web pages on all digital platforms, including the impact of ads.

5.2. Ads will never appear automatically on editorial content (e.g. pop-up).

5.3. Ads will never automatically change the page layout (e.g. in-read video).

5.4. Ads will not disrupt the reading experience with (automatic) sound.

5.5. Mediafin will act in accordance with initiatives such as the 'Coalition for Better ads' and other market initiatives (MRC, ANA, IAB, ...)⁴.

5.6. The publisher Mediafin has the right to refuse any ad.

## 6. Composition of target groups/segments

- 6.1. We transparently inform our advertisers on the composition of our target groups and/or segments.
- 6.2. Our Trustdata-segments and target groups are solely based on first-party (declarative & behavioural) data. If we use third-party data (e.g. to enrich campaigns) we will communicate this in a transparent manner.

## 7. Rates & purchase

- 7.1. Mediafin guarantees transparency in determining and communicating media, technical and other extra costs (e.g. data).
- 7.2. Our published rates are accurate, clear and easy to use for all business lines (theme, classifieds, finpub, ...) and all platforms (newspaper, digital, magazines, ...)
- 7.3. Mediafin/Trustmedia is the single point of contact for the purchases of campaigns in our media.  
*\* If you think you can gain access to our media in any other way, this is very likely fraudulent! Please contact us if this is the case.*

## 8. Reporting and verification

- 8.1. Through our ad server (Adhese), we make the reporting for campaigns on our sites available for our advertisers.
- 8.2. All digital campaign 'metrics' have been verified by independent third party technology suppliers: Viewability by Moat, Ad Fraud by Moat, CTR by Adhese and Brand Safety by AdmantX (IAS).

## 9. Customer service

- 9.1. Mediafin puts a team of trained and experienced commercial Mediafin representatives at your disposal to help you find, in consultation, a solution tailored to your marketing objective.

9.2. Mediafin will respond within 24 hours (business day) to all questions of both existing and new customers.

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<sup>1</sup> Mediafin makes an engagement with the advertising market regarding its (digital) media (website) for the brands De Tijd, L'Echo, Sabato and Netto, Monargent. Under analysis for native apps (UX).

<sup>2</sup> Applicable to homepage-products & packages (Business, Investors, Personal Finance, Luxe & Lifestyle).

<sup>3</sup> The IAB defines high-impact formats as larger than 242,500 pixels.

<sup>4</sup> MRC: Media Rating Council, ANA: Association of National Advertisers, IAB: Interactive Advertising Bureau.

----- This charter came into force on 04/12/2017 -----