



Cannabis Compliance

# CANNABIS COMPLIANCE

Our cannabis team are experts in the cannabis marketing space helping brands use programmatic media to get better results, while also navigating the complexity of compliance.

## REACH AGE-GATED AUDIENCES

At MiQ, we leverage both online and offline data partners (census data, social data, login data, registration data) to target age-gated audiences. We only target self-declared users who do not exhibit online behaviour prone to escaping age-gating.

- Leverage 1:1 data deterministic data that is ID verified or self-declared
- Data is obtained through telecoms, security apps, payroll, eCommerce, public records
- Data is refreshed daily, and in some cases weekly
- Create bespoke segments that fall within an exact target audience (ie: 21+, smoker)



## GET ACCESS TO REAL-TIME MONITORING AND BRAND SAFETY TECHNOLOGY

We offer multiple safeguards to ensure brands are protected online prior to placing an advertisement. Our teams layer on keyword exclusions associated with phrases skewed to audiences under 19 years, and we provide access to reliable, brand-safe inventory.

### Step 1: PRE-BID (before we bid on an ad placement)

- Implement IAS/DV brand safety protocols
- Activate against audited domains and exclusion lists
- Apply semantic blocking technology

### Step 2: POST-BID (after winning bid, before ad is placed)

- Apply IAS real-time content verification (text & image)
- Implement Comscore (Adxpose) content verification
- Activate URL keyword and iframe blocking

## LEVERAGE A DUAL AUDIT PROCESS

MiQ layers a human audited process to ensure creative compliance in accordance with local and national advertising standards.

Miller Thompson Law Guide

Check out our full suite of cannabis solutions at [wearemiq.com/cannabis/](https://wearemiq.com/cannabis/) or reach out to us today at [info-ca@miqdigital.com](mailto:info-ca@miqdigital.com)