

Annex A – Quality Question B4 Agency Transparency

RM6135 Communication Performance Audit & Analysis

Please review the information contained in the Agency Transparency ‘Code of Conduct example below, prior to responding to Quality question B4 – Agency Transparency.

**Example Agency Transparency ‘Code of Conduct’:**

* Media Buying Framework funds will only be used by the agency for media payment and related 3rd party costs.
* All documentation with suppliers regarding use of the Media Buying Framework funds will be shared.
* Establishment and application by the agency of new best in class transparency standards for all Media Buying Framework clients.
* Auditing and reporting on the agency transparency performance.
* All media data will be securely stored and transparently shared.
* Agency will ensure that all records are retained to satisfy all audit requirements.
* All rebates will be returned both directly relating to the Framework spend and those as a consequence of pro-rata agency multi-client spend.
* All media bought through the Framework will only ever appear in an environment which is 100% safe and 100% viewable.