

# GDMServices CREATIVE POLICIES

## Overview

These Creative Policies (“Policies”, “CP”) describe GDMServices, Inc. (“Company”, “our”, “us”) ad-quality standards, in order to provide guidance on the appropriateness of the content and behavior of ads delivered through our DSP.

It is your responsibility to make sure that both you and your ads comply with Policies and all applicable laws, rules, regulations, and industry standards in each geographical area where the ads may appear.

Company reserves the right to reject, remove or request modifications to ads in its sole discretion, for any reason. We can refuse ads or make exceptions to Policies even if ads comply with Policies. We may suspend or terminate your account for one-time or repeated Policies’ violations. Please email us if you have any questions or doubts regarding the suitability of creatives, ads and advertisers prior to submitting a new campaign.

We reserve the right to change or modify any portion of these Policies at any time without notice. Please check these Policies often to ensure that you are always up to date on our latest requirements.

## 1. Immediate Removal Criteria

### 1.1. All creatives

#### **Global restrictions:**

1.1.1 Broken or blank creative

1.1.2 Causing degradation of site performance (ex: excessive animation, file weights)

1.1.3 Misleading or sensationalized messaging, content or images

1.1.4 Spyware/malware, Illegal materials or content

1.1.5 Inappropriate content (ex. language, violence, adult, nudity, racy, etc.)

1.1.6 Non-compliance with restricted advertising category guidelines (dating, pharmaceuticals, weight loss, health, and beauty, etc.)

1.1.7 Prohibited advertiser categories (ex: casual dating, illegal gambling, adult, etc.)

1.1.9 Copyright Infringement ads

## 2. Style & Design Guidelines

### 2.1. Animation

2.1.1 No animation that exceeds creative file specs (see the individual creative product specs).

2.1.2 No attention-grabbing mechanisms and/or animation with the sole purpose of distracting the user via repetitive, rapid flashing, strobing or blinking tactics or that has the potential to significantly distract users from editorial content or user experience.

### 2.2. Ad Functionality

Use of the following is strictly prohibited:

2.2.1 Functionality that is not predictive or does not display an expected experience/outcome.

2.2.2 Any element designed to generate a click without relevant information or content at the destination.

2.2.3 Functionality such as inactive “close” icons within the ad or on the landing page that does not trigger expected behavior. Dynamic user experiences within an ad must resolve to an expected, appropriate result on the landing page.

2.2.4 Appear to make the ad page look broken or as if something is not working or what is considered to be normal on a web page.

2.2.5 Impact performance: General impact on performance, reliability, and quality of the user's computing experience (e.g., slow computer performance, reduced productivity, corruption of the operating system, or other issues).

2.2.6 Require users to enter personal information (i.e. name, email address, phone number) in order to view information within the ad or landing page. This does not apply to non-personal information such as zip-codes or a user's city/region for ad targeting purposes.

## 2.3. Adherence to Editorial Guidelines

2.3.1 Ads may not use logos, graphics, typography or other content or elements designed to blend in with or look like site content. Ads cannot appear to be part of the site/section UI and imitate the look, feel or functionality. This does not apply to native advertising which is designed to have a similar look and feel to the content surrounding it. The advertiser must be clearly identified in the creative.

2.3.2 Editorial content on the corresponding landing page must be identified as paid advertising.

2.3.3 Native advertising must comply with other sections of CP .

## 2.4. Advertorial / Blogs / News Site Ads

2.4.1 With the exception of pre-approved native ads implementations, advertisements and landing pages that may be considered faux blogs, articles, press releases, false product reviews or that simulate editorial or content sites are not acceptable.

2.4.2 Advertorial ads with text or images that are utilized to make a user believe that they are viewing editorial/news coverage are prohibited (examples: Breaking News, Shocking discovery, Special Report, Consumer News, Consumer Alerts, etc.).

## 2.6. General Ad Text Guidelines

### 2.6.1 Capitalization

2.6.1.1 Ads must use proper, grammatically correct capitalization.

2.6.1.2 Ads may not use excessive or random capitalization, such as BIG SALE or AmAzinG.

2.6.1.3 Acronyms may be capitalized.

## 2.6.2 Grammar, sentence structure and spelling

2.6.2.1 Spelling and grammar in the ad title and ad text must be correct, unless the incorrect grammar is part of the corporate or product branding.

2.6.2.2 Ads cannot include excessive repetition (such as “free, free, free”).

## 2.6.3 Punctuation

2.6.3.1 Ads must include logical, correct punctuation.

2.6.3.2 Cannot contain repeated and unnecessary punctuation, such as “Is someone looking for you?!?”

## 2.6.4 Symbols

2.6.4.1 The use of all symbols, numbers or letters must adhere to the true meaning of the symbol and cannot contain repeated and unnecessary symbols.

2.6.4.2 Symbols may be used if the symbol is part of the product or brand name, paired with a dollar amount (e.g. “Save \$50 today”) or if the # symbol is used for comparative phrases (e.g. “Voted the #1”).

## 2.6.5 Use of fonts – font size

2.6.5.1 Depending on location, certain publishers may require adherence to specific font size guidelines, in order to safeguard the user experience.

2.6.6 No interfering background; clean text required

## 2.7. General Creative Imagery Guidelines

2.7.1 Imagery within the ad must be high quality / high definition. Use of non-high definition, pixelated, distorted or unclear designs/ logos/ images are not allowed.

2.7.2 Images must be relevant to the product or offering within the ad.

2.7.3 Product and Price Images: In ads with multiple product offerings, images must be consistent in quality, theme and relevance to each other.

## 2.8. Relevance and Design

2.8.1 Advertising must deliver a relevant, positive and expected experience for consumers seeking products, services and content. Ads must be relevant to the product or service being offered on the landing page; offers depicted in an ad must be visible/available on the click-through landing page of the ad.

# 3. Disallowed Ad Copy & Image Content

We may not accept ads containing or relating to certain ad copy content; this applies to the ad creative as well as the landing page. This content includes, but is not limited to the areas listed below. Company reserves the right to reject or remove any ad in its sole discretion at any time.

## 3.1. Hate Speech & Demographic Targeting

3.1.1 Advertising that facilitates or promotes hate speech is not allowed, whether directed at an individual or a group. This includes any content and targeting, indirectly or directly, which is intended to degrade, intimidate or incite violence or prejudicial action against a group of people based on their race, gender, ethnicity, national origin, religion, sexual orientation, disability or other differentiating factors.

## 3.2. Misleading Messaging, Content or Images

3.2.1 Cannot be misleading, include unsubstantiated claims or endorsements, have the potential to be interpreted as misleading use sensationalized text, include messaging/content that is not predictable to the product/service being promoted.

3.2.2 Attention grabbing mechanisms including the use of gimmicky or sensationalized text and imagery is not allowed. Examples include, “use this 1 weird tip”, “1 way...”. “kill stomach fat”, “don’t buy car insurance”, “your auto insurer hates this”, “use this breakthrough...”, etc.

3.2.3 It is not acceptable for an advertiser to give the appearance of knowing privileged or confidential information about the user similar to the following, “Your credit score is...”

3.2.4 Advertisers may be asked to provide third-party substantiation to support certain claims.

## 3.3 . Offensive Advertising

3.3 .1 Potentially offensive graphics or language that facilitates, promotes, or uses offensive, distasteful, applies scare tactics, vulgar, gross, obscene, inappropriate language, profanity, contains scary, threatening or sexually suggestive text, images or situations (includes cartoons or animations).

## 3.4 . Suffering & Violence

3.4 .1 Advertising is not allowed that advocates, glorifies or promotes rape, torture, cannibalism, human suffering or death, self-harm, violence against animals or graphic or violent images, such as images showing blood or dismemberment.

# 4. Prohibited Advertising Categories

As part of our commitment to provide the highest quality experience, we may not accept ads containing or relating to certain products or services. These products and services are listed below; Company also reserves the right to reject or remove any ad in its sole discretion at any time.

## 4.1. Adult Content

4.1.1 Humor, imagery, text, video or audio that is not appropriate for non-adults and includes:

4.1.1.1 Illegal, non-consensual, denigrating, obscene, or violent activity, including bestiality, brutality, torture, death, illegal drug use, cruelty, prostitution, pedophilia, rape, incest, extreme or shocking sex, child pornography, stripper/strip clubs, escorts, or content that relates to persons who are, or are suggested to be, under the legal age permitted in applicable jurisdictions are strictly prohibited.

4.1.1.2 Nudity:

4.1.1.2.1 Any sexually suggestive images of children/teenagers/adults (male or female) are not allowed.

4.1.1.2.2 Images focusing on or show genitals, buttocks, and female nipples are not allowed.

4.1.1.2.3 Advertisements for underwear and lingerie are not allowed.

## 4.2 Background Searches / Arrest Records

4.2.1 Advertising for services that provide either background checks, arrest records, access or removal of mug shots and/or criminal backgrounds is prohibited.

## 4.3. Contests, Pyramid Schemes or Chain Letters

4.3.1 Pyramid schemes or other legally questionable business opportunities, particularly if:

4.3.1.1 Returns on investment rely solely on adding participants to the scheme.

4.3.1.2 The user must pay a subscription fee or buy a specific product to join, and the value proposition of doing so is defined.

4.3.2 Chain letters or offerings that imply that non-participation might result in loss or bad fortune.

4.3.3 Employment on income: Content that facilitates and/or promotes any “employment on income” opportunity which requires payment.

## 4.4. Data Aggregators & Resellers

4.4.1 Data resellers: Advertising that is intended as a mechanism to gather and re-sell personal information is prohibited.

## 4.5. Deceptive Products & Services

4.5.1 Advertising is not allowed for products and services whose purpose is to enable search users to bypass or deceive a public system, regulation, procedure or individual. This type of advertising includes:

4.5.1.1 Fake IDs: Identification that is designed to disguise the accurate age, name, or other characteristics of the holder.

4.5.1.2 Fake diplomas and education transcripts: Advertisements from institutions that provide fake education transcripts or diplomas or that promote web-based, unaccredited colleges that offer degrees.

4.5.1.3 Bypassing copyright protection: Products or services that circumvent copyright protection or products that have disabled copyright protection.

4.5.1.4 Evading traffic tickets: Any device or service that is designed to evade speed enforcement laws, including, but not limited to laser jammers, license plate sprays and license plate covers.

4.5.1.5 Hacking & cracking: Sites that provide information or services to evade or bypass security systems of any kind or illegally access or tamper with software, servers, or websites.

4.5.1.6 Paid to click: Sites that offer to compensate users for clicking on ads or offers, or performing web searches.

4.5.1.7 Cable descrambling equipment: Advertising that promotes devices for descrambling cable or satellite signals.

4.5.1.8 Beating drug tests: Products that facilitate or promote ways to “beat” a drug test.

## 4.6. Drugs and Related Paraphernalia

4.6.1 Advertising that facilitates the distribution, use, or cultivation of illegal substances, substances of questionable legality, or substances whose primary purpose is for recreational mind alteration.

4.6.2 Advertising that facilitates the distribution of drug paraphernalia, which is defined as any legitimate equipment, product, or material that is modified for making, using, or concealing recreational drugs.

4.6.3 Marijuana, including medicinal marijuana, Salvia divinorum or Salvinorin A, or any substance or material containing Salvia divinorum or Salvinorin A.

## 4.7. Firearms and Weapons

4.7.1 Guns, ammunition, paintball guns, bb guns, knives, brass, plastic, metal knuckles or weapons of any kind.



4.7.2 Video games may include weapon imagery, so long as it is not depicted in the act of killing humans or causing dismemberment is allowed but must follow the violence guidelines.

## 4.8. Fireworks and Explosives

4.8.1 Advertising that facilitates the sale of fireworks, explosives, hazardous materials, or pyrotechnic devices is not allowed.

## 4.9 Freeware & Shareware

4.9.1 Content that facilitates and/or promotes, whether directly or indirectly, the sale or use of software whose purpose is to collect demographic and usage information from a user's computer/device without the user's express consent.

## 4.10. Religious Content

4.10.1 Advertising focused on religion, including religious connotations or content that exploits sensitive religious issues are prohibited.

## 4.11. Sensitive Advertising

4.11.1 Company reserves the right to remove or limit advertising permanently or for a period of time in response to a sensitive tragedy, disaster, death or high profile news event, particularly if advertising:

4.11.1.1 May appear to exploit events for commercial gain.

4.11.1.2 Might be considered inappropriate, especially given certain events or circumstances.

## 4.12. Sexual Enhancement Products

4.12.1 Testosterone boosters and sexual enhancement products, including but not limited to increasing sex drive or endurance, are prohibited.

## 4.13. Solicitation of Funds

4.13.1 Advertising is not allowed to solicit money or perform fundraising activities.

## 4.14. Spy Cams or Surveillance Equipment

4.14.1 For non-legitimate use (i.e. any illegal surveillance; purposefully spying whether for pleasure or any other reason) is prohibited; only advertising that clearly promotes and/or suggests legitimate usage of such equipment is allowed.

## 4.15. Suffering, Violence & Exploitation

4.15.1 Including but not limited to advocating, glorification of, promotion or facilitation of any exploitation, human trafficking, rape, torture, cannibalism, killing, suffering or death, mutilation or self-mutilation, suicide or graphic or violent images. This includes business models that exploit socio-economic differences and/or cruelty to animals. For example, includes (but is not limited to) “international dating,” or dating for economic advantage (i.e. mail-order spouses).

## 4.16. Tobacco Products

4.16.1 Sale or use of cigarettes, cigars, smokeless tobacco, cigarette papers, or blunt wraps, or any other preparation of tobacco, or any other instrument or paraphernalia that is designed for the smoking, heating or ingestion of tobacco, products prepared from tobacco, or any controlled substance is prohibited.

4.16.2 Advertising for electronic cigarettes, including the cartridges and liquid nicotine solutions that are used in such devices, is not allowed even if marketed as a smoking cessation product.

4.16.3 Advertising is generally allowed for products that are clearly intended for smoking cessation.

# 5. Restricted Advertising Categories

As part of our commitment to provide the highest quality experience, we may restrict or modulate the serving of ads containing or relating to certain products or services. These products and

services are listed below; Company also reserves the right to reject or remove any ad in its sole discretion at any time.

## 5.1. Alcohol

5.1.1 Advertising must comply with applicable legislation and other standard industry and regulatory requirements for the advertising of alcohol to the public, including health warnings and minimum age requirement disclaimers.

5.1.2 Advertising must not glorify or incite the consumption of alcohol.

5.1.3 All advertising must contain proper health warnings and responsible drinking messaging, such as “drink responsibly”, “do not drink and drive” etc. either in the ad copy or landing page.

5.1.4 Targeting minors is not allowed. Advertising must not be directed toward individuals under the applicable minimum drinking age, or served in a context where it is highly likely it will be displayed to such individuals. This includes, but it is not limited to, the use of language, themes, expressions, graphic resources, audio or visual elements that may appeal to underage individuals, or using individuals who are or appear to be underage in promotional content or on the website.

5.1.5 All required disclaimers, age gating mechanisms and responsible drinking and health warnings must be present either in the ad copy or the landing page.

5.1.6 Additional country restrictions:

5.1.6.1 India, Indonesia: Advertising that promotes the online sale of alcohol is not allowed. This includes branding campaigns.

5.1.6.2 Malaysia, Thailand: Advertising that promotes the online sale of alcohol is not allowed.

5.1.6.3 Norway: Advertising that promotes the online sale of products with more than 2.5% alcohol by volume is not allowed.

5.1.6.4 Vietnam: Advertising that promotes hard alcohol is not allowed. Advertising for products with 15% or less alcohol, such as beer and wine, is allowed as long as the associated landing pages do not sell other types of hard alcohol.

## 5.2. Beauty & Cosmetics

5.2.1 Beauty and cosmetic ads that are misleading, promote false, unrealistic or extreme results are prohibited. This includes, misleading comparative claims to pharmaceuticals or surgical procedures. Any before and after photographs/comparisons must not be presented in a deceptive manner.

5.2.2 Claims must be supported by clinical studies, appropriate consumer testing, and/or other scientific evidence.

## 5.3. Controversial Content

5.3.1 Some ads may be sensitive to the general public and should use care in creative development and placement on the network. Company reserves the right to reject or remove any ad in its sole discretion at any time.

## 5.4. Dating / Personals

5.4.1 Dating and personals should be targeted to 18+ and are not allowed on any site or section designed for or targeted to children and should not provide the intent for sexual encounters, where the ad or website content features graphic images from the landing page, or the language is graphic or explicit in nature. Creative focus should include common interests, mutuality and/or complementary characteristics, as well as promote friendship, commitment, relationships, couples or love. The following rules apply:

5.4.1.1 Casual dating ads are strictly prohibited without exception (Global); casual dating may include, but is not limited to, an emphasis focused (directly or indirectly) on one night stands, hook-ups, and sexual encounters or that promotes infidelity or casual sex.

5.4.1.2 The use of techniques (including chat style windows) that give the user the impression that they will interact specifically with the person(s) highlighted within the campaign are not allowed.

5.4.1.3 No focus on marketing or meeting specific groups or individuals.

5.4.1.4 Feature a casual and natural body position and/or facial expression (smile not desirous, seductive or sexual). Creative should downplay the physical attributes of subjects.

5.4.1.5 No sexual innuendo (combination of text and image).

5.4.1.6 Text must be in line with the “Focus” principles above (e.g., “Relationships”).

5.4.1.7 Ambience, atmosphere, setting: Should support a casual environment suitable for being in public ... no beds, foreplay-like or sexual activity.

5.4.1.8 Ads cannot include “personalization” or personalized ad messaging and image.

5.4.1.9 Guidelines above apply to images of animals and cartoons depictions such as manga. Manga is a genre of comics popular in Asian countries (animated version referred to as anime).

5.4.2 Publisher exceptions: All dating ads, regardless of content or quality are prohibited in the US with the exception of Publishers which will review relationship focused sites on a case by case basis.

## 5.5. Entertainment: Gaming, Television and Movie Promotion

5.5.1 No blood spatter or excessive blood, cruelty, violence, glorification of crimes, depictions of people or creatures on fire and/or showing actions that result in bodily harm or fatalities.

5.5.2 Content that shows guns pointed at the audience is not allowed.

5.5.3 Entertainment advertising must adhere to all CP requirements including Company’s adult content and nudity policy.

## 5.6. Finance

5.6.1 Advertisers who promote financial products and services must ensure they comply with all applicable local laws and regulatory requirements.

## 5.7. Gambling and Lotteries

5.7.1 Company’s policy on gambling advertising differs by country and region. As an advertiser, it is your responsibility to ensure compliance with all applicable local and national regulations. Company reserves the right to refuse an ad or to make exceptions to the policy even if an ad complies with the guidelines.

5.7.2 Responsible gaming requirements: Advertising must not misrepresent or glorify the benefits of gambling, or encourage people to play beyond their means.

5.7.3 Advertising may not imply or suggest that gambling is a viable alternative to employment or financial investments, a way to recover from financial losses or that skills may affect the outcome of a game of chances.

5.7.4 Information on the odds of winning and prize amounts must be described accurately and must not be misrepresented. Advertisers may not present winning as the most probable outcome of the game, nor misrepresent a person's chance of winning a prize.

5.7.5 Targeting minors is not allowed. Advertising must not be directed toward individuals under the applicable minimum age to participate in online gambling, or served in a context where it is highly likely it will be displayed to such individuals. This includes, but it is not limited to, the use of language, themes, expressions, graphic resources, audio or visual elements that may appeal to underage individuals, or using individuals who are or appear to be underage in promotional content or on the website.

5.7.6 Ads that are acceptable under one country's policy guidelines might not be acceptable under another. If you advertise in two or more countries, you will need to make any changes necessary to comply with all of the policy guidelines.

5.7.7 **Offline gambling:** Advertising for sites promoting offline gambling, establishments or events in accordance with local, state and federal laws and regulations are acceptable but must not (1) glamorize gambling, (2) falsely or unfairly raise hopes and expectations of winning or (3) link to online gambling sites.

5.7.8 **Lotteries:** Advertising for government run lotteries in accordance with local, state and federal laws and regulations is acceptable.

5.7.9 **Online gambling:** Advertising for websites that promote or facilitate, directly or indirectly, online gambling or wagering is allowed only in the countries listed below with strict adherence to local laws.

5.7.10 Geo-targeting and age targeting 18+ are required.

5.7.11 Proof of eligibility/license is required.

#### 5.7.12 Online gambling sites include:

5.7.12.1 Sites that accept wagers or require payment in exchange for the chance to win prizes, as well as sites that offer both information and links related primarily to the promotion of online gambling.

5.7.12.2 Any content that facilitates, promotes, or is affiliated in any way with online gambling or wagering of any type.

5.7.12.3 Websites that contain links that direct site visitors to prohibited gambling content, regardless of the location of the links or whether the offer originates in a geographic region where gambling is legal. In other words, it must be impossible for a site visitor to navigate from your website to any prohibited gambling or wagering content.

5.7.12.4 Educational, "learn to play", "practice" and other free simulation sites, including .net sites that are affiliated with an online gambling site.

5.7.12.5 Games of chance, gaming & casino games and spread betting.

#### 5.7.13 Additional country restrictions:

5.7.13.1 Australia. Gambling operators must be state licensed in Australia and may not target other markets. In addition, advertisers must represent, covenant, and warrant to Company that the advertising is in compliance with applicable laws and guidelines including all registration requirements. Advertisers must provide Company with their proof of license upon request.

5.7.13.2 Belgium. Gambling operators must be licensed by the Belgian Gaming Commission. Non-licensed games of chance (online included) is explicitly forbidden.

5.7.13.3 Brazil. Advertising for National Lotteries is allowed. Advertisers, their agents and service providers must comply with all applicable regulations and best practices.

5.7.13.4 Canada. Gambling operators must be physically located in Canada. Targeting minors is not allowed. Advertisers must comply with applicable regulations and industry best practices, including responsible gaming messaging, non-deceptive description of odds of winning, and prize amounts. Advertisers promoting provincial lotteries must have authorization from the applicable government agency.

5.7.13.5 Denmark. Gambling operators must be licensed by the Danish Gambling Authority.

5.7.13.6 Finland. Gambling operators must be state licensed.

5.7.13.7 France. Gambling operators must be authorized by the Autorité de Régulation des Jeux en Ligne (ARJEL). Also content must not: Encourage gambling addiction; Raise expectations of a better lifestyle or other improvements; Promote financial loans services; Target an underage audience, redirect to sites dedicated to a young audience, or promote youth related sponsoring events.

5.7.13.8 Germany. Gambling operators must have a license to operate in market and a permission for advertising according to the German Advertising Directive (Werberichtlinie). Additionally, advertising for all types of permitted gambling offerings (limited to lotteries, sports and horse betting, as well as its brokering) must each comply with the German Advertising Directive (Werberichtlinie), as well as any other applicable legal requirements. Advertisers must guarantee, represent, covenant, and warrant to Company that the advertising is in compliance with the necessary advertising permission according to the German Advertising Directive (Werberichtlinie). Advertisers must provide Company with their advertising permission upon request.

5.7.13.9 Italy. Gambling operators must be authorized by the AAMS/AASA, and their license number must be prominently displayed on the landing page.

5.7.13.10 Mexico. Advertisers must comply with applicable regulations and industry best practices, including possessing the authorization from the Department of the Interior. The license number must be displayed on the website. Advertisers that promote content related to online gambling must represent, covenant and warrant to Company that they are in compliance with all applicable laws and policies including all registration requirements and will provide Company with evidence of compliance upon request.

5.7.13.11 Netherlands. Approved lotteries must provide a license issued by either the Dutch Authority on Games of Chance (Kansspelautoriteit) or by a local municipality, whichever applies.

5.7.13.12 New Zealand. The promotion of online gambling conducted remotely through a communication device (e.g., using online gambling sites on a computer or cell phone) in the form of sales promotion schemes, approved lottery games and other forms of gambling conducted in New Zealand, which are promoted by the New Zealand Lotteries Commission or authorized under the Gambling Act 2003 or the Racing Act 2003 is allowed. Certain geographic restrictions on where advertisements can be distributed may apply.

5.7.13.13 Norway. State licensed through the Norwegian Gaming and Foundation Authority.



5.7.13.14 Republic of Ireland. Online gambling advertisers must be registered as a bookmaker with Revenue Commissioners and provide a valid license number.

5.7.13.15 Spain. Operator must be licensed as appropriate for betting and specific games with the Ministerio de Hacienda y Administraciones Públicas.

5.7.13.16 Sweden. State licensed through AB Svenska Spel (Svenska Spel) and AB Trav och Galopp.

5.7.13.17 United Kingdom. The gambling operator must be licensed or otherwise authorized by the U.K. Gambling Commission, and be in compliance with any applicable legal requirements. Proof of license must be displayed on the website, preferably on the landing page, and be otherwise verifiable on the U.K. Gambling Commission website.

5.7.13.18 United States. Company allows advertising for online lottery games and paid fantasy sports. Advertisers must be individually approved. Advertisers of online lottery games must be an appropriate U.S. State lottery commission, agency or authority, or its licensee contractually authorized and currently in good standing, to operate online lottery games on behalf of the State. Advertisers, their agents and service providers must comply with all applicable laws, rules and regulations of the licensing State(s). Advertisers of paid fantasy sports must EXCLUDE the following U.S. States from their campaigns: Arkansas (AR), Arizona (AZ), Illinois (IL), Iowa (IA), Hawaii (HI), Kansas (KS), Louisiana (LA), Montana (MT), Nevada (NV), North Dakota (ND), Tennessee (TN), Texas (TX), Vermont (VT) and Washington State (WA). Company does not permit advertising of paid fantasy sports in the foregoing states. At all times while ad campaigns are running, advertisers must be in compliance with all applicable regulations, including the Unlawful Internet Gambling Enforcement Act (UIGEA), as well as industry best practices. Targeting minors is not allowed. Advertisers must comply with applicable regulations and industry best practices, including responsible gaming messaging, nondeceptive description of odds of winning, and prize amounts. Company may also impose certain additional geographic restrictions on where advertisements may be distributed. Advertisers may not promote or link to unauthorized online gambling content. In addition to the applicable Terms and Conditions and/or alternate contractual agreement(s) in place with Company, advertisers are required to sign a supplemental document making certain representations and warranties to Company that they are in compliance with all applicable laws, rules and regulations, and will provide Company (upon request) with evidence of their appropriate licensure and compliance.

5.7.13.19 Indonesia, Malaysia, Thailand, Vietnam. Advertising for brick and mortar casinos is prohibited.

## 5.8. Health care: Pharmaceuticals (prescription and OTC) and Health-related Products & Services

5.8.1 Advertisers promoting health care service, health or wellness products and weight loss/dietary products or supplements must ensure that they comply with all applicable regulatory guidelines and local laws.

5.8.2 Advertisers for pharmaceuticals must comply with all applicable regulatory guidelines and local laws, including maintaining up-to-date certification for the markets in which they advertise, as applicable.

## 5.9. Pharmaceuticals

5.9.1 Specific targeting required: As a general practice, all pharmaceutical ads should be targeted to the applicable audience with the following additional restrictions required:

5.9.1.1 Anti-depressants: 18+

5.9.1.2 Erectile dysfunction: Men 35+

5.9.1.3 Female contraceptives: Women 18+

5.9.2 Prescription drugs/manufacturers: Allowed with the following restrictions:

Non-branded pharmaceutical advertising is not allowed. This includes, but is not limited to:

5.9.2.1 Non-branded Pharmaceutical advertisers who are promoting informational data about a product or drug.

5.9.2.2 Non-branded Pharmaceutical advertisers who mention the drug brand name but do not mention the disease or condition (brand building “reminder” ads).

## 5.10. Online Pharmacies

5.10.1 Advertisements for online pharmacies are restricted based on applicable laws, without exception.

5.10.2 Require advertisers who sell or facilitate the sale of prescription drugs online to have up-to-date certification in the markets to which they advertise.

5.10.3 Different guidelines or restrictions might apply to websites in countries or regions worldwide. In those cases, advertisers must comply with all applicable laws regulations and other requirements and references the requirements on the landing page.

5.10.4 Additional country online pharmacy restrictions are included below:

5.10.4.1 Canada. Online pharmacies (including pet pharmacies) that advertise prescription drugs to customers in Canada must be accredited by the National Association of Boards of Pharmacies (NABP). Manufacturers are not required to have certification to advertise, as long as they do not sell their prescription medicines online. Ads that market to customers outside of Canada are not allowed. For more information, please see the following NABP websites: [e-Advertiser](#), [Pharmacy](#).

5.10.4.2 France. Company does not allow advertising for the online sale of prescription-only medicine. This applies to all online pharmacies, including pet pharmacies. Advertising for the online sale of prescription contact lenses is not allowed. Pharmaceutical manufacturers are allowed to advertise as long as they do not sell prescription only medicines online.

5.10.4.3 India. Company requires advertisers targeting India who sell or facilitate the online sale of prescription only medicines or prescription veterinary medicines to ensure they comply with all local laws. Ad copy must not promote the sale of prescription-only medicines.

5.10.4.4 Republic of Ireland. Company does not allow advertising for the online sale of prescription-only medication. This applies to all online pharmacies, including pet pharmacies. Manufacturers are allowed to advertise, as long as they do not sell their prescription medicines online.

5.10.4.5 United Kingdom. Online pharmacies must be registered with the General Pharmaceutical Council. For more information, please see the website for the General Pharmaceutical Council. Ad copy must not promote the sale of prescription only medicines. Providers of prescription eye glasses must be registered with the General Optical Council. Advertisements for veterinary online pharmacies are allowed if they are registered with any of the following:

The General Pharmaceutical Society of Great Britain

The Pharmaceutical Society of Northern Ireland

The Pharmaceutical Society of Ireland

The Royal College of Veterinary Surgeons

The Animal Medicines Training Regulatory Authority (AMTRA)

5.10.4.6 United States. Online pharmacies (including pet pharmacies) that advertise prescription drugs to customers in the United States must be accredited by the National Association Boards of Pharmacy (NABP). Manufacturers are not required to have certification to advertise, as long as they do not sell their prescription medicines online. Ads that market to customers outside the U.S. and U.S. territories are not allowed. For more information, please see the following NABP websites: [VIPPS](#), [Vet-VIPPS](#), [e-Advertiser](#), [Pharmacy](#).

## 5.11. Non-prescription medications, over the counter (OTC), and health supplements

Company restricts advertising for any supplement where there is reason to believe that the product could present significant health risks to a user. For example, advertising is not allowed for the following products:

5.11.1 Ephedra, ephedrine products, and Ephedra-based or Ma Huang supplements

5.11.2 Herbal supplements that mimic the effect of illegal substances

5.11.3 Non-approved HIV home test kits

5.11.4 Health claims must be supported by clinical studies, appropriate consumer testing, and/or other scientific evidence.

5.11.5 Direct or indirect references or comparisons between over-the-counter drugs and prescription

medications must be clinically documented.

5.11.6 Must clearly advise consumers to follow label directions (“Use as directed”).

5.11.7 Over-the-counter medications can only promote occasional use and treatment of minor to moderate conditions.

5.11.8 Claims and demonstrations must be consistent with the product's indications, directions, and warnings. This includes, prohibiting references to food or use of images that the user cannot clearly associate are related to the product.

5.11.9 Depictions of product ingestion are generally unacceptable.

## 5.12. Weight Loss Products and Services

5.12.1 Ads must disclose that weight loss is achieved as part of healthy reduced-calorie diet and exercise program.

5.12.2 All weight loss claims must be supported by valid and reliable scientific evidence. Studies must provide strong evidence that the advertised product, as part of a diet and exercise program, resulted in weight loss above and beyond weight loss caused by diet and exercise alone. Study subjects should be representative of the targeted audience.

5.12.3 Documented "before and after" representations will be approved on a case-by-case basis and must be accompanied by a producer's affidavit.

5.12.4 Advertising for weight control may not be directed to children.

5.12.5 Advertising including mentions of specific weight loss amounts or the rate of weight loss consumers can expect must comply with the following:

5.12.5.1 Rates of weight loss advertised must not exceed 2 lbs. a week for a month or more without diet and exercise or 3 lbs. per week for more than 4 weeks. Mentions of specific weight loss amounts must be accompanied by a disclosure of the amount of time it took to lose the weight (e.g. "I lost 4 pounds in two weeks").

5.12.5.2 When a featured consumer lost weight at a faster rate than a typical consumer can expect, the typical results consumers can expect to achieve must also be disclosed (e.g. "Typical clients/consumers lose 1-2 pounds per week on average"). Typical results must also be disclosed when an ad refers to the rate of weight loss (e.g. "Lose weight quickly").

5.12.5.3 Weight loss ads containing testimonials must be accompanied by a testimonial affidavit from each featured consumer. If a specific amount of weight loss is mentioned, the affidavit must include the amount of weight loss and the length of time it took to achieve the loss.

5.12.6 Additional Country restrictions are outlined below:

5.12.6.1 Australia, New Zealand. Products may not claim to cure, treat, or prevent disease unless they are registered as medicines with the appropriate organization in the market where they are promoted.

5.12.6.2 Brazil. Advertising for pharmaceutical content is disallowed, except for approved advertisers. All supplements, cosmetics, vitamins, homeopathic, and other health care products must be registered with the Federal Sanitation Agency (ANVISA). Approved advertisers must be in possession of all the required registrations and comply with all ANVISA and other applicable requirements. We reserve the right to verify compliance with local requirements and exclude noncompliant advertisers from the program. The advertisement must fairly represent the quality and purpose of the product, as registered and approved by the local regulatory authorities. Advertisements for witchdoctors, magical potions and treatments, and miracle cures of any kind are disallowed.

5.12.6.3 Europe. Advertising of Lipostabil is disallowed.

5.12.6.4 Hong Kong. All advertised pharmacies must be registered with the Drug Office of the Department of Health. Advertisers must comply with the Undesirable Medical Advertising Ordinance. Advertising related to specific diseases, conditions, and health claims is restricted. Unregistered pharmaceutical products may not be advertised.

5.12.6.5 India. Advertising for the treatment of diseases and miracle cures is restricted. Ads must not feature claims to prevent or cure common conditions or diseases or health ailments of humans and animals. Advertising for pre-natal sex determination is disallowed, as required per PC-PNDT Act and the order of the Supreme Court of India dated 28th February 2015.

5.12.6.6 Indonesia. Advertising for over the counter medicines, cosmetics, non-prescription health care products, and traditional medicines is not permitted.

5.12.6.7 Italy. Advertising for herbal remedies, herbal sleep aids, or herbal diet pills is disallowed.

5.12.6.8 Malaysia. Ads by health care practitioners are restricted to the name, field of practice, and place of practice of the practitioner. Advertisements by private health care facilities are restricted to general information such as the name, location, contact information, working hours, types of facilities and charges imposed by the private health care facility. Testimonials from patients are prohibited.

5.12.6.9 Philippines. Advertising for non-prescription medicine must comply with applicable regulations, including proper marketing authorization issued for the non-prescription medicine advertised, and valid license to operate held by the drug company. Medical professionals may not promote, advertise or endorse any medication. A disclaimer of “No Approved Therapeutic Claim” must appear on the advertisements for food and dietary supplements.

5.12.6.10 Republic of Ireland, United Kingdom. Advertisers may offer vitamins, minerals and food supplements to help maintain good health. Advertisers must ensure that their advertising does not:

5.12.6.10.1 Discourage essential treatment of health problems.

5.12.6.10.2 Offer specific advice, diagnosis, or treatment for serious or prolonged conditions (such as diabetes, cancer, or heart disease), unless given by a doctor or a qualified health professional.

5.12.6.10.3 Imply that vitamins, minerals or supplements can prevent or treat illness, elevate mood, or enhance performance.

5.12.6.10.4 Claim that a vitamin, mineral or any other food supplement is beneficial to health without substantiating the claim with scientific evidence displayed on the website.

5.12.6.10.5 Contradict the fact that a well-balanced diet should provide the vitamins and minerals needed by a normal healthy individual. Advertisers cannot encourage consumers to swap a healthy diet for supplementation.

5.12.6.10.6 Imply that there is widespread vitamin or mineral deficiency or that it is necessary to augment a well-balanced diet.

5.12.6.10.7 Describe products as safe or effective simply because they are “natural” or because the description omits an ingredient in common use.

5.12.6.10.8 Claim that over-the-counter (OTC) medicines or legal herbal supplements are better than any other product or that using or avoiding a product will affect normal good health.

5.12.6.10.9 Offer homeopathic medicines that are not approved in the UK by the Medicines and Healthcare Products Regulatory Agency (MHRA).

5.12.6.11 Singapore. Ads may not promote treatments or cures for diseases. Advertising for traditional and alternative medications is prohibited.

5.12.6.12 Thailand. Ads for non-prescription medications must comply with applicable regulations, including displaying the approval number for the medicine on the website.

5.12.6.13 United States. Advertisers must comply with all applicable laws regulations and other requirements and references the requirements on the landing page. Advertising for weight loss products must adhere to FTC guidelines. Per the FTC, advertising cannot make unrealistic claims about the amount of weight loss that can be reasonably and safely expected from using the product and must highlight the importance of diet and/or exercise and restriction of caloric intake in conjunction with the product's use. Advertising cannot suggest that the product works for everyone, that it alone is effective for weight loss or that weight loss is permanent (even after stopping use of the product).

## 5.13. Personal Hygiene

5.13.1 All personal hygiene products must be gender and age targeted with stringent standards of taste required. Graphic messaging, images, audio or video depictions of products, their use, or references to specific areas of the anatomy are not acceptable.

5.13.2 Targeted to 18+: Applies to the following products and services of a personal nature including, but not limited to, douche products, feminine deodorants, pregnancy tests, undergarments, and other products that require sensitivity in presentation.

5.13.3 Targeted to 13+: Applies to tampons and sanitary napkins.

5.13.4 Prophylactics, contraceptives, personal lubricants and sexual aides/toys are prohibited.

5.13.5 Sexual enhancers: testosterone boosters, sexual enhancers, including but not limited to, increasing sex drive or endurance are prohibited.

## 5.14. PayDay Loans, Short Term Financing Loans

5.14.1 Short term loan advertisers, such as payday loans or cash advances, are allowed as long as the advertisers comply with all applicable laws, regulations and other requirements.

5.14.2 In the US and Canada, short-term loan advertisers must be members of at least one of the following associations: The Community Financial Services Association of America (CFSA),



Financial Service Centers of America (FiSCA), the Online Lenders Alliance (OLA) or the Canadian Payday Loan Association (CPLA).

## 5.15. Political

Disclaimer: Company does not make judgments on an advertiser's opinions, and we accept issue advertisements that express divergent points of view. We do, however, reserve the right to require substantiation of factual claims made by an advertiser. Advertisements generally will be accepted if there is a basis for the claims and such claims fall within the bounds of reasonable debate.

### 5.15.1 Political Ads and Advocacy

5.15.1.1 Must comply with all applicable laws, including without limitation all federal election laws, FEC regulations in the U.S. and (where applicable) state or local laws and regulations, and such compliance shall be the sole responsibility of the advertiser.

5.15.1.2 Incendiary language on political or religious issues: Ads or landing pages cannot include ridicule, derision, hate, or otherwise inappropriate language, or use texts or rituals of religion to ridicule or shock.

5.15.1.3 Where legally required, must clearly identify who paid for the communication and which candidate and/or political organization authorized the advertising.

5.15.1.4 Cannot give the appearance that Company supports or favors any particular candidate, party, or political agenda.

5.15.1.5 Company reserves the right to take into consideration its broader content and business commitments, including the multiplicity of candidates or issue positions in a particular context, the program disruption that will be caused by political advertising and the amount of time already sold.

5.15.1.6 Compliance with other sections of the policy. Ex: Political ad with a gun or cigarettes may violate other provisions and may be rejected accordingly.

### 5.15.2 Non-political advertising

5.15.2.1 Cannot exploit sensitive political or religious issues for commercial gain or promote extreme political or extreme religious agendas or any known associations with hate, criminal, or terrorist activities. This includes:

5.15.2.1.1 Prohibited: Commercial advertising that exploits political agendas or uses “hot button” political issues or names of prominent politicians for commercial non

authorized political campaign use. For example, an ad may not refer to immigration policy of the current Administration to deliver a travel ad. But a candidate may attack his/her opponent on the basis of his/her stand on immigration reforms.

### 5.15.3 Fundraising

5.15.3.1 Advertising is not allowed for sites that solicit money from users or perform fundraising activities unless they are a registered charity, or recognized organization.

## 5.16. Public Service Announcements (PSAs) and Awareness Campaigns

5.16.1 PSAs and other such Awareness campaigns (for example: health, education) are generally allowed, as long as the subject matter and creative content meet all CP guidelines, with special attention to our sensitive advertising policy.

## 5.17. Software Download Products / Services (Freeware & Shareware)

5.17.1 Advertising that installs, copies, or automatically downloads programs, without the user's express prior consent is not allowed.

5.17.2 Advertising for technical support of another company's products or services, or that provides paid services that promise to fix or improve that company's products are not allowed.

5.17.3 Any advertising that offers software updates, codec, extensions, or downloads that promise to speed up or improve computer performance will not be allowed.

5.17.4 Advertisements that promote legitimate software download must adhere to:

5.17.4.1 Advance Information – Clear notice to the user about the download and the software, such as: the time it takes to download, complete and accurate information on what the software does, and how to remove the software.

5.17.4.2 Privacy: If the download process requires the user to provide Personally Identifiable Information (PII), the following requirements apply: Clear presentation of how the information collected is being used; No information collected can be shared with a third party without an explicit opt-out.

## 5.18. Subscription Services

5.18.1 Must include the price of the service and the billing interval (such as per week or per month) in your ad text.

5.18.2 Provide a prominent opt-in checkbox or other clear mechanism indicating that the user knowingly accepts the price and subscription service. This is required to be on the first page of your site on which users enter personal data, and the user should not be able to proceed without opting in.

## 5.19. Tolled Numbers

5.19.1 Advertising for 800 and 900 pay per call services must disclose the cost of the call.

## 5.20. Sweepstakes /Contests / Free Gift Offers (“Prize Promotions”)

5.20.1 Prize Promotions may be promoted if the program does not constitute an illegal lottery and otherwise complies with all applicable laws regulations and other requirements. Such programs include, but are not limited to, random drawings, trivia contests, word games, spelling bees, essay contests, free gift offer / loyalty programs, and photography contests. Program advertising must clearly and conspicuously disclose the material terms and conditions for participation, and must not be false, deceptive or misleading.

## 5.21. Tattoos and Body Piercings

5.21.1 Depictions of excessive tattoos and body piercings are prohibited.

5.21.2 The promotion of tattoos, body branding, body piercing, tongue-splitting, or other methods of legal body modification, must be targeted to 18+.

## 6. Legal, Privacy & Security

### 6.1. Illegal Activity, Questionable or Defamatory Content

6.1.1 Areas of questionable legality: Company reserves the right to refuse to advertise for certain content, products, and services if the legality or regulatory status of the item is unclear or contains claims that appear unquestionably false.

6.1.2 Defamatory and unlawful content: No illegal content or activity is allowed. Advertisers must comply with all applicable laws regulations and other requirements. Company reserves the right to refuse an ad or to make exceptions to the policy even if an ad complies with the guidelines.

## 7. Intellectual Property Rights

7.1. No infringements or misappropriations of Company or third party intellectual property rights are allowed in advertisements or on landing pages/websites.

7.2. Advertiser's use of a third party logo or intellectual property is included at their own risk. While Company assumes the inclusion of any intellectual property, logo, graphic, artwork, audio, film, celebrity or person is properly licensed for use by the advertiser, ad creative must be submitted by Advertiser with all necessary rights, licenses, consents and clearances for its intended use.

7.3. Use of 3rd party logos or intellectual property including but not limited to 3rd Party technology (plug-ins, sharing features, etc.) must comply with the terms and conditions of that 3rd Party.

## 8. Targeting Children / Minors

8.1 Advertisers must comply with all applicable laws regulations and other requirements regarding targeting children or minors.

## 9. Promotion of Third Party Products and Services

9.1. Advertisers offering services or otherwise promoting a third party product may not claim affiliation with the owner or manufacturer of the product when no such relationship exists.

9.2. Advertisers may not state or imply that they are the owner of a product or service when this is not the case, and must disclose when the product or service may also be available somewhere else.

9.3. Advertisers must be accurate when describing their relationship with the owner of a product or service (for example if they are authorized distributors).

9.4. Brands, logos etc. may not be used deceptively, either in ad copy or website, in a way that tends to suggest that the site, product or service is owned, managed, promoted or endorsed by the owner of the product or service, unless a qualified relationship exists (parent-affiliate, certified partners, authorized resellers, etc.). Certified partners and resellers must comply with the requirements of the certification program, including brand usage guidelines, and may not misuse their certification

credentials for the purpose of misrepresenting affiliation or endorsement, or otherwise conveying legitimacy to their sites and offers for deceptive purposes.

9.5. Advertisers may not use misleading display or destination URLs or domains.

9.6. All sites must provide access to contact information, such as a valid phone number, email, contact form or mailing address.

9.7. Advertisers must not claim to provide a service that can only be provided by the actual owner of the products or services advertised. For example, a third party may not claim to be able to reset email passwords.

9.8. All disclosures and statements required by this policy must be made available in close proximity to the offer and must be clear, conspicuous and legible.

## 10. Malware and Security

10.1. Ads or landing pages cannot promote or contain viruses, worms, corrupted files, cracks or other material that is intended to or may damage or render inoperable software, hardware.

10.2. Performance Impact: General impact on performance, reliability, and quality of the user's computing or device experience (e.g., slow computer/device performance, reduced productivity, corruption of the operating system, or other issues) cannot be impacted.

10.3. Security impact: Cannot have a negative impact on the security of the user's computer/device or attempt to circumvent or disable security, including but not limited to evidence of malicious behaviors.

## 11. Destination

The following list of violations refers to the ad destination. Avoid them when uploading a creative.

### 11.1 Destination experience

Use of the following is not allowed:

11.1.1 Websites where pop-ups and interstitials cover the content promoted in the ad

11.1.2 Websites that disable the browser's back button

11.1.3 Websites that load slowly on the most used devices and browsers

11.1.4 Websites that require an additional application to view the page

11.1.5 Websites that auto-redirect

11.1.6 Websites with ads that are similar to system warnings or error messages

11.1.7 URLs that start an immediate download after the click on an ad

11.1.8 URLs that lead to an email address or a file. The latter includes audio, video, images, documents (incl. PDF)

## 11.2 Improper content

Use of the following is not allowed:

11.2.1 Web pages with an excessive number of ads, little amount or lack of original content

11.2.2 Web pages with incomprehensible or no content (e.g. blank pages)

11.2.3 Pre-generated websites that provide duplicate content

11.2.4 Content scraping

11.2.5 Mirror sites

11.2.6 Framing

11.2.7 Doorways, gateways, and other pages that only link to other websites

11.2.8 Parked domains

## 11.3 Destination not working

Use of the following is not allowed:

11.3.1 Websites that don't work on most used browsers and devices

11.3.2 Websites that don't work in all locations

11.3.3 Websites that return errors (HTTP errors, internal server errors, DNS lookup errors)

11.3.4 Websites under construction

## 11.4 Wrong URL

Use of the following is not allowed:

11.4.1 URLs with the wrong syntax

11.4.2 Display URLs that contain unacceptable characters

11.4.3 Using an IP address as the display URL

## 11.5 App, App Store or Web Store Policy Violation

11.5.1 Destinations that violate app or web store policies

11.5.2 Apps that aren't recognized by Google Play Store or Apple's App Store, i.e. apps with wrong App IDs, apps deleted from an app store

11.5.3 Creatives whose content or destination do not correspond to application URL (adomain) are not allowed.