

## AD QUALITY GUIDELINES

These Ad Quality Guidelines describe our Ad quality standards and provide guidance on all advertisements and other sponsored, marketing, or product placement content (“Ads”), all Advertising Materials permitted through our platform.

We reserve the right to reject, suspend, or remove from our platform any Ad in our sole discretion, if we find an infringement of these Guidelines.

Ads that do not meet the standards set forth in these Guidelines may be subject to platform-wide blocks, and buyers providing such Ads may also be prohibited from purchasing Ad inventory on our platform.

We maintain the right but not the obligation to review and approve all Ads prior to the delivery to the inventory.

## BASIC REQUIREMENTS

All Advertising must comply with all applicable privacy laws, rules and regulations, including without limitation all applicable intellectual property rights of any third party and Internet advertising industry guidelines including the self-regulatory principles and code of conduct of the Interactive Advertising Bureau (<https://www.iab.com/>).

### **Advertising must not contain any of the following:**

- content that is illegal, promotes illegal activity, or infringes on the legal rights of others, including unauthorized use of copyrighted material;
- pornographic content;
- violent content;
- content related to racial intolerance;
- hacking/cracking content;

- Ads for products or services marketed as facilitating drug use such as cocaine, heroin, other illegal opioids;
- content relating to the sale of tobacco or tobacco-related products, including but not limited to electronic cigarettes, cigars;
- content relating to the sale of prescription drugs;
- auto-play audio elements;
- pop-up or pop-under content;
- shaking or blurry images;
- auto-refresh Advertising units;
- content for sale of alcohol, including beer, wine and liquor.

**All Advertising must not:**

- fraudulently or misleadingly induce a user to click on an Ad;
- change user preferences or initiate downloads without the user's explicit consent;
- distribute malware or redirect users to unwanted websites, including malware, or contain pop-ups or pop-unders that interfere with site navigation; or
- contain fraudulent methods to inflate or arbitrage Ad impressions, including Advertising stacking or calling other Advertising units at run time;
- employ phishing techniques or seek to trick the user into providing sensitive information by misrepresenting the identity of the advertiser.

## **TERRITORIAL REQUIREMENTS**

Some types of content are prohibited throughout the exchange and others may be restricted (and or illegal) only in certain territories. Please study appropriate territorial restrictions before placing Ads in certain territories.

The main territorial prohibitions and restrictions are listed below. We cannot guarantee the completeness of the information collected and we do not give advices on the legality of certain actions.

## Russia

1. Advertiser represents, warrants and covenants that the Ads, Advertising Materials and any testimonials:
  - a. are not deceitful meaning that they do not/are not:
    - (1) contain incorrect comparisons of advertised goods with other traded goods which have been manufactured by other manufacturers or are sold by other sellers;
    - (2) denigrate the honour, dignity or business reputation of a person, including a competitor;
    - (3) prohibited for advertising by the given advertising method, in the given time and/or at the given place;
    - (4) fall under unfair competition in accordance with the anti-monopoly legislation;
  - b. are not untruthful meaning that they do not contain untrue information and/or are not lacking a part of significant information on:
    - (1) the advantages of the advertised goods over other traded goods;
    - (2) any characteristics of the advertised goods (i.e., their nature, origin, range, composition, method and date of manufacture, intended purpose, consumer properties, conditions for their use, the availability of a certificate/a declaration of conformity, marks of their circulation in the market, life span, expiration date);
    - (3) the price of the advertised goods and payment methods for them;
    - (4) the terms of the advertised goods' exchange, repair and servicing;
    - (5) the manufacturer or seller of the advertised goods, its rights and obligations in relation to the goods (including guarantee obligations and intellectual property rights);
    - (6) the results of research and testing of the advertised goods;
    - (7) the supply, demand or sales amounts of the advertised goods;
  - c. do not contain:
    - (1) information of pornographic nature;
    - (2) the show of process of smoking or the consumption of an alcoholic product;
    - (3) foul language, indecent and offensive images, comparisons and expressions, in particular, concerning the gender, race, ethnic belonging, occupation, social category, age, language of a person and citizen, official state symbols, religious symbols, and cultural heritage objects;
    - (4) the use of foreign words and expressions that can lead to a distortion of the sense of information;
    - (5) a reference to the fact that the advertised goods are approved by governmental bodies or local self-government bodies or by officials thereof;
    - (6) the use of images of medical and pharmaceutical personnel and/or reference to healing properties (except for such use in an advertisement of medicines and medical services);
    - (7) concealed advertisement, i.e. an advertisement affecting consumers' mind without their realising, for instance by means of special video inserts (double audio record) and otherwise;
  - d. do not incite someone to commit a wrongdoing contrary to the law;
  - e. do not call on someone to commit violence or cruelty;
  - f. do not shape up a negative attitude to persons who do not use the advertised goods and/or do not show disapproval of such persons;
  - g. contain an age-restriction sign or a text warning about restricting the distribution of information products to children, if such products fall under one of the categories established by Article 6 of the Federal Law of the Russian Federation No. 436-FZ "On the Protection of Children from Information Harmful to Their Health and Development" (dated December 29<sup>th</sup>, 2010);
  - h. comply with other applicable Russian laws, regulations, codes or standards governing advertising practices and content, including but not limited to any of the provisions referred above.

2. Advertiser shall ensure that all Ads, Advertising Materials or copies thereof, including all changes made to them, as well as contracts for the production, placement and distribution of advertising are kept for a year from the date of the last distribution of advertising or from the expiration date of such contracts.
3. All Ads must comply with the Federal Law of the Russian Federation №152-FZ "On personal data" (dated July 27th, 2006).

## **Europe**

1. Products, services or activities contrary to law may not be advertised, presented or promoted. In particular, the bans shall cover the following groups of products or services:
  - may not promote the sale or use of tobacco products and accessories related to these product categories. Adverts must not promote electronic cigarettes, vaporizers or other smoking simulation products.
  - may not promote the sale and use of illegal or psychoactive substances used for non-therapeutic purposes or prescription drugs.
  - may not promote health services except by providing only information on the scope and types of health services provided.
  - may not promote tanning salon services.
  - may not promote alcohol or any markings or symbols relating to alcohol, except for beer under the conditions laid down in the relevant legislation.
  - may not promote the sale of RX drugs.
  - may not promote pharmacies, whether online or offline.
  - advertisements promoting or facilitating money games (online gambling, arcade games or lotteries), including online casinos, sports betting, bingo or money poker, are only permitted if the conditions laid down in the relevant legislation have been met.
  - advertisements promoting OTC drugs must comply with all applicable local laws.

advertisements promoting applications for credit cards or financial services from accredited institutions must comply with all applicable local laws, including clear information on applicable fees, including actual annual interest rates, transaction fees, interest and the physical address of the product supplier.

## **United States, Canada, Australia and New Zealand**

1. Advertiser represents, warrants and covenants that the Ads, Advertising Materials, any testimonials, and the placement of same in any media do not and will not:
  - (a) violate any applicable law, regulation or other code or standard, including but not limited to any law, regulation or code governing the ability to provide or to advertise certain products, services and industries, laws regarding false or deceptive advertising, advertising content, sweepstakes, gambling, file-sharing, or trade disparagement;
  - (b) contain any misrepresentations or content that is defamatory or violates any rights of privacy or publicity;
  - (c) contain any adult sexual content, pornographic content, any child pornography, or link(s) to such content;
  - (d) contain or link to any malware, spyware or other malicious code;
  - (e) contain or link to any form of illegal activity or services;
  - (f) contain any gratuitous displays of violence, self-harm, obscene or vulgar language, or abusive content, or content which endorses or threatens physical harm;
  - (g) contain any content promoting any type of hatemongering (i.e. racial, political, ethnic, religious, gender-based, sexuality-based, or personal); and
  - (h) infringe any copyright, related right, moral right, database right, trademark, patent, trade secret, or other proprietary right.
2. Advertiser further represents, warrants and covenants that the copyright in any materials that are used in the Ads or Advertising Materials is owned by, or licensed to, the Advertiser, and the use of such materials does and will not violate any third party's intellectual property rights.

3. In case of any advertising or promotion campaign that requires prior application to an administrative authority, the Advertiser shall perform all the relevant proceedings to get the relevant approval from the administrative authority

## China

1. Ads must comply with all applicable laws and regulations of China, including but not limited to the Cyber Security Law, Advertisement Law, Internet Advertisement Law, Consumer Protection Law, to serve Ads on the applicable Sites.
2. Advertiser shall ensure the content of Ads (including webpages redirected from the Ads content) legally true and accurate without any misleading information.

## India

Advertiser represents and warrants that (a) it is the owner of, or is licensed to use, the entirety of Advertising Materials and Advertiser testimonials as well as all of their requisite parts, (b) it has the full right and authority to use all copyrightable material, trademarks, marks, logos, brands, service marks, trade names, and any other content contained in the Advertising Materials and Advertiser testimonials, (c) it has complied and will comply with all applicable laws, regulations and industry self-regulatory rules, codes and guidelines, arising from Advertiser' activities under this Agreement including the Code for Self-Regulation of Advertising Content in India released by the Advertising Standards Council of India ("ASCI").

Advertiser also represents and warrants that the Advertising Materials and Advertiser testimonials: (a) do not violate any law or regulation governing false, unfair, misleading or deceptive advertising, sweepstakes, gambling, file-sharing, or trade disparagement; (b) do not contain any misrepresentations or content that is defamatory or violates any rights of privacy or publicity; (c) do not contain any adult sexual content, pornographic content, any child pornography or any other illegal/unlawful content, or link(s) to such content; (d) do not contain any link(s) to software piracy; (e) do not contain any link(s) to any form of illegal or criminal activity or services, drugs, drug paraphernalia, or any controlled substances; (f) do not contain any gratuitous displays of violence, obscene or vulgar language, or abusive or obscene content, or content which endorses or threatens physical harm; (g) do not contain any content promoting any type of hatermongering (i.e. racial, political, ethnic, religious, gender-based, sexuality-based, or personal); (h) do not and will not infringe any copyright, trademark, patent, trade secret, or other proprietary right; (i) do not directly or indirectly promote alcohol or tobacco products; (j) do not depict any national emblems, figures, personalities or any other content threatening the sovereignty and integrity of India; (k) conform to any requirements under and do not violate any applicable law.

## Israel

1. Advertiser shall ensure that all Advertising Materials shall comply with all applicable Israeli laws and regulations, including without limitation, the Israeli *Privacy Protection Law - 1981*, *Copyright Law - 2007* and *Consumer Protection Law - 1981*, *Commercial Torts Law - 1999* and the regulations issued thereunder.
2. With respect to providing Ads and Advertising Materials which are aimed at individuals which are under the age of 18 ("Minors"), Advertiser represents, warrants and covenants that such Ads will comply with the provisions of the Customer Protection Regulation (advertisement and marketing directed to minors) - 1991, including but not limited the following provisions:
  - 2.1 Advertiser will not offer Ads and Advertising Materials that include: (a) misleading, untrue content or otherwise taking or attempting to take advantage of innocence or lack of experience Minors; (b) portraying violence or other distressing content; (c) portraying nudity, or sexual content; (d) promoting consumption of any product which is not usually consumed by Minors; (e) encouraging Minors to convince their parents or any other individual to purchase such advertised product on behalf of them; (f) cause Minors to feel deprived, inferior or unaccepted by other Minors, as a result of the fact that they did not purchase such advertised product; (g) any misleading information regarding the abilities which the advertised product may grant to Minor pursuant to purchase.

- 2.2 Advertiser will not offer Ads and Advertising Materials which may promote or encourage minor to conduct the following: (a) play or act in any unsafe manner in crosswalk or road; (b) drive any motorized vehicle without obtaining the required driving license pursuant to applicable law; (c) do anything that may risk their health, including leaning over a window or railing; (d) take medicine or any hazardous substances, including cleaning products or other chemicals; (e) use dangerous accessories, including matches, gas, fuel, or mechanical or electrical appliances which may cause burns, electrocution or injury; (f) any actions that may cause harm to a Minor's health, including diet or consumption of certain foods in order to transform individuals' body weight.
- 2.3 Advertiser will not offer Ads and Advertising Materials that may encourage Minors to: (a) consume intoxicating drinks; (b) smoke cigarettes or any other tobacco-based products; (c) participate in any sort of gambling activity, except of one-time lotteries which are not conducted for commercial reasons; (d) perform an illegal act or omission.
- 2.4 Advertiser will not offer Ads and Advertising Materials that utilize in any manner a Minor's personal details or personal details of another person which were obtained from a Minor, except pursuant to obtaining such Minor's legal guardians' consent. Personal Details are: name, address, email address, telephone number, bank account or credit card details.

### **Turkey**

1. Advertiser represents, warrants and covenants that the Ads, Advertising Materials and any testimonials: (a) do not violate any applicable law, regulation or other code or standard governing advertising practices and content, including but not limited to Regulation on Commercial Advertising and Unfair Commercial Practices, any law, regulation or code governing the ability to advertise certain products, services and industries, false or deceptive advertising, advertising content, sweepstakes, gambling, file-sharing, or trade disparagement; (b) do not contain any misrepresentations or content that is defamatory or violates any rights of privacy or publicity; (c) do not contain any adult sexual content, pornographic content, any child pornography, or link(s) to such content; (d) do not contain or link to any malware, spyware or other malicious code; (e) do not contain or link to any form of illegal activity or services; (f) do not contain any gratuitous displays of violence, self-harm, obscene or vulgar language, or abusive content, or content which endorses or threatens physical harm; (g) do not contain any content promoting any type of hatermongering (i.e. racial, political, ethnic, religious, gender-based, sexuality-based, or personal); and (h) do not infringe any copyright, related right, moral right, database right, trademark, patent, trade secret, or other proprietary right.
2. All advertising and promotions shall be in accordance with the provisions of Turkish Consumer Protection Law and all consumer protection practises in Turkey and will be practiced in good faith and not be deceptive. If a promotion is conducted by the Advertiser in Turkey to bring the consumers any kind of prize, the consumers shall be well informed of the conditions and they shall be contacted at least via registered email as required under applicable laws.

### **United Arab Emirates**

Advertiser represents, warrants and covenants that the Ads, Advertising Materials and any testimonials: (a) do not violate any applicable law, regulation or other code or standard governing advertising practices and content in the United Arab Emirates ("UAE"), including but not limited UAE National Media Council laws, regulations and guidelines on advertising and any other law, regulation or code, in effect from time to time in the UAE, which governs the ability to advertise certain products, services and industries, false or deceptive advertising, advertising content, sweepstakes, gambling, file-sharing, or trade disparagement; (b) do not contain any misrepresentations or content that is defamatory or violates any rights of privacy or publicity; (c) do not contain any adult sexual content, pornographic content, any child pornography, or link(s) to such content; (d) do not contain or link to any malware, spyware or other malicious code; (e) do not contain or link to any form of illegal activity or services; (f) do not contain any gratuitous displays of violence, self-harm, obscene or vulgar language, or abusive content, or content which endorses or threatens physical harm; (g) do not contain any content promoting any type of hatermongering (i.e. racial, political, ethnic, religious,

gender-based, sexuality-based, or personal); (h) do not infringe any copyright, related right, moral right, database right, trademark, patent, trade secret, or other proprietary right; (i) do not offend God or the Islamic beliefs or other heavenly religions and the public morality of the UAE.

### **Kingdom of Saudi Arabia**

Advertiser represents, warrants and covenants that the Ads, Advertising Materials and any testimonials: (a) do not violate any applicable law, regulation or other code or standard governing advertising practices and content in the Kingdom of Saudi Arabia ("KSA"), including but not limited to KSA Ministry of Media and General Commission for Audiovisual Media and their associated laws, regulations and guidelines on advertising and any other law, regulation or code, in effect from time to time in KSA, which governs the ability to advertise certain products, services and industries, false or deceptive advertising, advertising content, sweepstakes, gambling, file-sharing, or trade disparagement; (b) do not contain any misrepresentations or content that is defamatory or violates any rights of privacy or publicity; (c) do not contain any adult sexual content, pornographic content, any child pornography, or link(s) to such content; (d) do not contain or link to any malware, spyware or other malicious code; (e) do not contain or link to any form of illegal activity or services; (f) do not contain any gratuitous displays of violence, self-harm, obscene or vulgar language, or abusive content, or content which endorses or threatens physical harm; (g) do not contain any content promoting any type of hatermongering (i.e. racial, political, ethnic, religious, gender-based, sexuality-based, or personal); (h) do not infringe any copyright, related right, moral right, database right, trademark, patent, trade secret, or other proprietary right; (i) do not offend God or the Islamic beliefs or other heavenly religions and the public morality of KSA; and (j) do not disparage the political or religious leaders of KSA or incite rebellion against its public order.

### **Arab Republic of Egypt**

Advertiser represents, warrants and covenants that the Ads, Advertising Materials and any testimonials: (a) do not violate any applicable law, regulation or other code or standard governing advertising practices and content in the Arab Republic of Egypt ("Egypt"), including but not limited to the Supreme Council for Media Regulation, any other applicable regulations and guidelines on advertising, and any other law, regulation or code, in effect from time to time in Egypt; (b) are not libelous, defamatory, harassing, threatening, abusive, or inflammatory; (c) are not obscene, pornographic, lewd, or contain nudity or sexually explicit images; (d) do not include other people's private or personal information without their express consent (including but not limited to home address, phone number, national identification numbers, digital identities, medical information, financial information, etc.); (e) do not in any way infringe the intellectual property or proprietary rights of others; (f) do not encourage or support behavior that is harmful or illegal, including violence, fraud, illegal drug use, underage drinking, self-harm, suicide, involvement in a terrorist or criminal organization, or child or animal abuse; (g) do not encourage the mocking or insulting of religions, or their associated prophets or holy books; and (h) do not offend or challenge the principles enshrined in the Egyptian Constitution.

### **Kingdom of Morocco**

Advertiser represents, warrants and covenants that the Ads, Advertising Materials and any testimonials do not include content that: (a) incites the commission of crimes or other legal offenses, (b) offends the state or undermines Islam or the monarchy, (c) defames any persons, (d) offends any foreign politicians, (e) affronts public decency, and (f) publishes any judicial information.

### **Hashemite Kingdom of Jordan, the Lebanese Republic, Republic of Iraq**

Advertiser represents, warrants and covenants that the Ads, Advertising Materials and any testimonials do not include content that: (a) may incite hatred or terrorism or violence, or incite sectarian or racial disputes, (b) which may damage the national economy, national currency or undermine the national and social security, (c) which may undermine the relations of the country in which Ads/Advertising Materials will be displayed with other countries, (d) is misleading to the public, (e) insults religious belief, (f) which prejudices the values and heritage of the country in which Ads/Advertising Materials will be displayed, and (g) which violates public decency or morals, including pornography or violence.