



## **Ad Quality Guidelines**

These Guidelines are not an exhaustive list of prohibitions, but rather represent platform principles. Madopi reserves the right to reject, suspend, or remove from its platform any ad in its sole discretion, regardless of whether a basis for removal is listed here. These Guidelines do not limit Madopi's discretion in any way.

Ads that do not meet the standards set forth in these Guidelines may be subject, at Madopi's discretion, to platform-wide blocks. Buyers that repeatedly violate these Guidelines may have their platform access restricted.

### **Inappropriate Advertising Materials**

- Contain, promote or have links to any sexually explicit materials.
- Contain, promote or have links to hate material or defamatory materials.
- Contain, promote or have links to materials promoting violence or discrimination based on race, sex, religion, nationality, disability, sexual orientation, age or family status.
- Promote or reference any software piracy systems (warez, cracking, etc.), hacking, phreaking, emulators, ROM's, or illegal MP3 activity.
- Promote any illegal activities or deceptive practices.
- Promote violations or infringements of the Intellectual Property Rights.
- Promote activities generally understood as Internet abuse, including but not limited to, the sending of unsolicited bulk electronic mail or the use of Spyware Programs.
- Contain, promote or have links to personal web pages, FREE hosted pages, blank pages with no content, or pages that only contain advertisements.
- Promote gambling, guns, alcohol, drugs or tobacco products.
- It is prohibited for advertisements to direct individuals to landing pages that do not function properly. This encompasses landing page content that hinders an individual's capacity to navigate away from the page.

### **Take-Down Policy**

Madopi, in partnership with third party malware scanning vendors, continuously scans all advertising materials for malware or other malicious content. Madopi reserves the right to scan all your creative assets prior to programmatic delivery and re-scan in-flight, to protect its clients and partners. In cases where Madopi detects any of the above violations, Madopi shall have the right to immediately stop delivery of the offending ads and take appropriate action against the violators.

### **Legal & Regulatory Compliance**

Ads must comply with all applicable laws, rules, or regulations in any relevant jurisdiction. This includes laws, rules, and regulations that relate to the placement of ads through online behavioral advertising, and to the delivery of ads to children.

Madopi uses commercially reasonable efforts to stay abreast of and adhere to the best advertising industry standards and prohibit advertisers on its platform from using ads that violate these standards.