



Prohibited Content Policy

Right Media Exchange members are solely responsible for ensuring that any content they seek to introduce on the Exchange complies with all applicable agreements, laws, policies and standards of conduct, and that they have correctly classified and properly disclosed that content on the Exchange.

“Content” includes advertisements, their associated landing pages, websites, web pages or any other online media inventory, including any advertising contained on those pages, whether in image or text form.

Right Media reserves the right, in its sole discretion, to limit or refuse any content on the Exchange, whether on the basis of this Policy or for any other reason.

The following are examples of content that is barred from the Exchange, and which members of the Exchange are prohibited from introducing into the marketplace under this Policy:

- **Explicit Sexual Conduct/Pornography:** Graphic depiction of sexual acts, including any visual representation of sexual intercourse with anyone or anything, depiction of foreplay, sadomasochism, sexualized violence and/or bondage, auto-eroticism, masturbation, incest, bestiality, genital piercing and sexualized depiction of bodily fluids or other similar content that is otherwise objectionable.
- **Child Pornography:** Any image or other representation or depiction of sexual conduct involving or including a real or simulated minor (someone who is or appears to be under the age of 18) in any way. This includes actual or simulated sexual intercourse, any contact with or display of a minor's genitals, including any focus on a minor's genital area, whether clothed or not. This also includes non-suggestive images of clothed children designed for the purpose of sexual gratification and/or viewing by adult users, such as images of clothed children who are being spanked or punished, or images which focus on children's bodies for sexual gratification purposes, such as child foot fetishes.
- **Sexual Assault:** Simulated rape or sexual assault, including imagery depicting sexually violent contexts, where it is indicated that a person is being forced into a sexual act against their will.
- **Graphic Violence/Death:** Depictions of murder or “snuff” imagery, including representations or actual images of torture, death, murder or graphic violence, whether or not affiliated or associated with a sexual context.
- **Necrophilia:** Depictions of a sexual act, as described above, involving a dead or seemingly dead body.
- **Prostitution:** Prostitution or any other images indicating or suggesting illegal conduct.
- **Hate Speech:** Hate speech and the promotion of discriminatory hatred, including racial, ethnic or gender hatred.
- **Illegal Drugs:** Content that promotes the sale or use of illegal substances, substances of questionable legality or the “off label” use of substances (e.g., the promotion of a prescription substance for the primary purpose of recreational mind alteration).



- **Promotion of Illegal/Criminal Activity:** Content that appears to promote illegal/criminal activity, such as hacking, unauthorized use or reproduction of material that is covered by copyright law, the sale of products and ways to illegally evade financial charges (traffic tickets, taxes, etc.), drug tests and the like.
- **Fake/Bootleg/Counterfeit Items:** Content that appears to relate to the distribution, sale, use or manufacture of counterfeit essays, term papers, dissertations, government IDs, diplomas, education transcripts, computer programs, movies, music, apparel, accessories and the like.
- **Embargoed Products:** Content that offers the sale of products and services subject to US Trade sanctions or embargoes, including the sale of products to or from any of the following countries: Cuba, Iran, North Korea, Sudan or Syria.
- **Firearms and Explosives:** Content promoting the sale of firearms, ammunition or explosives.

In addition to the foregoing categories of prohibited content, the following methods of advertising also qualify as Prohibited Content under this Policy:

- **Ad Content That Does Not Match Ad Landing Page:** Products or services offered on the landing page that differ significantly from products or services offered on the creative.
- **Creatives That Mimic System Messages/Alerts/Functionality and/or Mimic or Include Web Content or Functionality:** A creative that mimics system messages/alerts/functionality and/or mimics or includes web content or functionality is prohibited under this Policy if it includes mechanisms to decline the offer or exit the ad unit in the creative that do not function as expected. This would include creatives that depict images of facsimiles of operating system buttons such as expand, minimize or close buttons or contain a "No, thanks" button which simulates interactivity where no such interactivity exists.
- **Creatives That Mimic System Messages/Alerts/Functionality:** A creative that mimics system messages/alerts/functionality is prohibited under this Policy if, either on the creative or the landing page, it advertises "Free" products or services or claims that a user has been selected for a prize or gift with no action or payment required.

This list is provided for illustrative purposes only and is not intended to be an exhaustive list of all prohibited content. Right Media may modify this Policy at any time without notice.

Right Media may, in its sole discretion, exercise any and all available remedies for violation of its Policies, including any attempt by members to misclassify content sought to be introduced onto the Exchange. Members who are, in our view, responsible for seeking to introduce any child pornography or other illegal content onto the Exchange are subject to immediate termination and other remedies that may include referral to legal authorities.