

## **Advertiser policy**

The Open IND Networks (SUFFRAGE) Advertising Platform is intended not only to provide a means for organizations of all sizes and budgets to promote their products and services, but also to enhance a user's experience by providing engaging, relevant, accurate, and fair advertisements.

While the Policy contains certain categories of prohibited and restricted advertisements, the Policy is neither an exhaustive list of all regulated categories of advertisements nor of each regulation related to any single category. Advertisers engaged with Open IND Networks (SUFFRAGE Platform) are responsible for their Ads which is post on.

This means following all applicable laws and regulations, creating honest ads, and advertising safely and respectfully. This article describes our advertising policies.

We reserve the right to decline any type of advertising that is damaging to our website brand or is inappropriate to the content held on our website.

### **Honest relationship with our website:**

Your advertisement should stick to our guidelines. It should not state that our website is sponsoring your product/promotion. Your ad design should convey that the ad belongs to your business and not to our website.

### **Billing practices:**

Stay transparent with the user about your billing practices and disclose your terms and condition of payment.

### **Consideration towards others rights:**

Do not violate the rights of any third party, including copyright, trademark or privacy rights.

### **Targeting to relevant users:**

Don't target people that implies you're aware of sensitive info about them. You can't target any user based on:

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- Medical condition
- Race, color or ethnic origin
- Financial status or negative financial condition
- Religious or philosophical or beliefs
- Sexual behavior or orientation
- Alleged or actual commission of a crime
- You can't target ads to user under 18 years old

Some ad categories have additional restrictions:

- Ads promoting credit cards, mortgages and loans
- Ads with employment opportunities

The logo for SUFFRAGE, featuring the word "SUFFRAGE" in a bold, orange, sans-serif font. The letters are slightly spaced out. Behind the text is a large, semi-transparent orange circle containing a white fist icon, which is a symbol of solidarity and social justice. The background of the page is white with a faint, light gray grid pattern.

- Housing ads which promotes the purchase, sale, or rental of land or homes
- Ads in above category can't use age, gender or zip code and familial status targeting options. Ads in these categories using prohibited targeting criteria will not be allowed to run.

### **Community data and privacy:**

- You can't share data from our ad services to any third party and another advertising services
- You can't use data from our ads services for audience targeting or user profiling.
- You can only use it to understand your campaigns on our website only on an anonymous basis
- You can't join data from our website ads services with personally identifiable information, like email id or information that identifies a user, browser, or device

If you receive any data through your ad campaigns on our website, then you can't use it to market products or services, or for any purpose besides ad campaigns on our website.

### **Ad creatives/Images:**

We allow ads with the highest levels of editorial quality.

- Ads should be at least 600x900 pixels (optional) (Ratio will be 75:25 of image and text with +/- 5% tolerance)
- Should be with proper orientation
- Should be properly cropped and edited
- Ads should not be with too many fonts' styles and colors. Such Exaggerated images packed with text will be rejected
- Ads should have their originality and should not mimic/copy our website features (like our buttons or ellipses)
- Ads should be with proper grammar, correct spelling
- Excessive capitalization and symbols should be avoided
- Do not use selfies and screenshots, such low-quality content will be disapproved.

### **Landing pages:**

The URL of landing page should be correct. We don't allow landing pages that:

- Have pop-up ads or start automatic downloads on someone's device
- Where people have to visit another page
- Which do not have smooth user experience
- Contain primarily advertising content (made-for-ads sites)

Your ad image, description and landing page must be consistent. What you are offering through your ads should not contradict from your landing page. Your ad should not be misleading and must be verifiable.

### **Prohibited content guidelines**

- Adult and nudity content:

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Advertising of following content is not allowed:

- The objectification of a person in a sexual manner to sell a product or service
- Implied sexual activity (clothed or unclothed)
- Sex toys
- Adult or pornographic videos, publications, live shows
- Sexual enhancement products
- Services that provide casual sex, international matchmaking or escorts
- blurred out images and illustrations that implies nudity
- Any focus on certain body parts like genitals, pubic hair, male or female butts and female breasts

Modelled clothing is allowed (bathing suits and lingerie) but it should not be adult-themed or overtly sexual.

Examples: Viagra, Tastes great!      More filling! (not allowed)

Abortion is a gift to men to continue to use women as sex object (Not allowed) Sex toys, or products focused explicitly on sexual pleasure. (Not Allowed)

Note- Ads content may be adaptable if it is targeted or relevant to age 18 years or older.

- Illegal products and services

Advertisement must not prompt use of illegal products and services. Ads that run through the platform must be legally approved for the consumers for which it has been published. Ads which facilitate or promote illegal products, services or activities, instructions for or equipment to illegally access or tamper with software, servers, cell phones or websites, and links to software that results in a malicious user experience are prohibited. Ads must not sale or solicitation of Fake IDs, passports, or other official documents.

Advertisement of the following content is to be avoided:

- Drugs and tools intended for its production
- Products and services that are intended to be used for the production of drugs or its ingredients
- Trade of weapons, military arms and explosive devices
- Products and services that prompt someone for hate, violence, discrimination, harassment or abuse
- Pyramid selling
- Illegal product and services or the products that support it
- Adult entertainment website and content

Examples: Targeting children in an alcohol campaign or depicting children drinking alcohol.

Advertising gambling products in regions where the client is not licensed to do so.

Advertising a trading platform membership without disclosing the risks to user's investments.

- Tobacco and related products

You can't promote tobacco products like cigarettes, e-cigarettes and chewing tobacco, or paraphernalia like pipes, pipe cleaners or rolling papers.

Examples: What can be Allow to post?

Ads may promote anti-smoking campaigns and e-books, counseling services for smoking addiction, and smoking rehabilitation programs or facilities.

What cannot be allow to post?

Ads which are directly promoting sales of tobacco and related products, Ads Like "Booking open for hookah lounges, buy cigarettes here today!"

Ads must not promote the direct sale of over the counter medication, prescription medication or supplements claiming to assist recovering smokers.

- Misinformation

Ads that are debunked by any third party fact checkers are prohibited and must not be used. Any ad that is misleading or providing any misinformation must not be published.

Ads Not Allowed:

Ads must not use deception or intentionally hide or exaggerate information to lead users to misunderstand or believe something that is incorrect.

Examples:

- Not including the appropriate disclaimers, terms and conditions and other relevant product information.
- Putting the information listed above in a hard to read font or in a difficult to find part of the page.
- Claiming to have the appropriate licensing, but the license is expired or non-existent.
- Not including company or contact information like physical address, phone number and contact email address.
- Images and text should not appear as though they have functionality, when they don't.

Examples:

- ❖ A play icon in an image that is not a video.
- ❖ A hyperlinked word that does not click through.

- Clickbait

Ads should be useful, it should not trick users with baiting content. Sensational clickbait tactics which plays with people's fear, has Critiquing deficiencies, uses gawk-worthy language or images and purposefully withholds information.

## Drugs and paraphernalia

We don't allow the advertising of:

### ➤ Illegal or recreational drugs

Informative ads about the use or legalization of illegal or recreational drugs, including imagery of illegal or recreational drugs. Also, Products made from CBD, hemp or their derivatives.

Accessories associated with drug use including paraphernalia for using, storing or consuming illegal or recreational drugs

Examples: Ads which contains drugs such as bong, rolling papers and vaporizer instruments, also Image that imply the use of recreational drug or smoking related instruments are prohibited

### ➤ Endangered species and live animals

We don't allow the advertising of animal training, animal products or live animals which are designed to inflict physical harm on animals. We don't allow advertising of animal-based products (e.g. tortoise shell, ivory, coral, crocodile skin, pangolin, tiger, polar bear or sea otter fur, and other endangered wildlife.) and medicinal products made from rhinos, tigers or Asiatic black bears.

### ➤ Counterfeit goods

Ads of Knockoff products, replicas of brand name, products wrongfully advertised as authentic brand- name are not allowed.

### ➤ Sensitive content

We encourage welcoming, positive, and inspiring environment on our website, so we don't allow divisive or disturbing advertisements. We don't allow language or imagery that is:

- ❖ Offensive or profane (censored or not)
- ❖ Excessively violent or gory
- ❖ Vulgar or sickening
- ❖ False or misleading, including conspiracy theories, misinformation, and attempts to impede an election's integrity or an individual's or group's civic participation, such as voting and being counted in a census
- ❖ Politically, culturally or racially divisive or insensitive
- ❖ we also don't allow content that capitalizes on controversial or tragic events

### • Unacceptable business practices

Ads promoting promote products, services, schemes or offers using deceptive or misleading practices, including those meant to scam people out of money or personal information are also prohibited. E.g.,

- ❖ Penny or bidding fee auctions
- ❖ Payday loans
- ❖ Plaintiff recruitment services
- ❖ Bail bonds
- ❖ Financial services that facilitate the purchase or trade of bitcoin and other cryptocurrencies
- ❖ Services that promise large financial returns for minimal investment or effort, such as multilevel marketing models or get-rich-quick opportunities
- ❖ Fake online tech support
- ❖ Products or services that utilize hidden costs or bait and switch tactics
- ❖ Companies that offer homework or essay writing services for students (Tutoring services are OK)
- ❖ Companies that sell social media followers
- ❖ Negative billing option services
- ❖ Products or services that make unrealistic or exaggerated claims

- Weapons and explosives

Ads promoting the sale or use of weapons, ammunition or explosives are not allowed, this includes but not limited to:

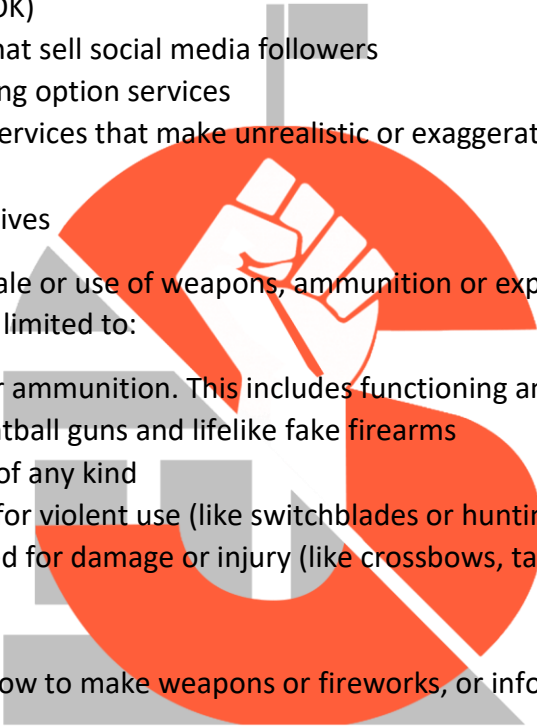
- Guns, firearms or ammunition. This includes functioning antique devices, BB guns, airsoft guns, paintball guns and lifelike fake firearms
- Gun accessories of any kind
- Knives intended for violent use (like switchblades or hunting knives)
- Products intended for damage or injury (like crossbows, tasers or pepper spray).
- Fireworks
- Explosives
- Instructions on how to make weapons or fireworks, or information on how to harm or kill people

- Cheating and Fraudulent practice:

Ads must not promote anything that is at significant risk of being fraudulent or intended to scam users out of money or user information. Ads must not promote anything that is at significant risk of being fraudulent or intended to scam users out of money or user information.

Examples: Pyramid and Ponzi schemes, Get-rich-quick schemes, Campaigns making exaggerated claims

- Advertisement about misleading claims:



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Ads must not make claims that cannot be easily supported or that set unrealistic expectations for the user.

Ads must not make claims that cannot be easily supported or set unrealistic expectations for the user. Ads may make claims if they provide adequate supporting documentation in cases where the information is not easily accessible to the user.

Ads must include all the appropriate disclosures. Examples:

- Prohibited: A campaign for a supplement product claiming that a product can be used to diagnose, cure, prevent, treat, or reverse any disease, condition, or illness.
- Permitted: A campaign for a supplement claiming it may help users feel better may be permissible if the claims can easily be supported. The campaign would also need to include the appropriate disclaimers clearly placed on the landing page

- Prohibited financial products and services:

Ads must not contain or promote financial products and services that are frequently associated with misleading promotional practices

Examples: Cryptocurrency- Cryptocurrency refers to a virtual currency with a digital representation of value that functions as a medium of exchange, unit of account, or a storage of value.

- Sale of body part:

Sale of body part ads are strictly prohibited.

Ads must not promote the sale of human body parts or fluids.

- Circumventing Systems:

The following is not allowed:

Engaging in practices that circumvent or interfere with our advertising systems and processes or attempts to do so.

Examples (non-exhaustive): Cloaking (showing different content to certain users, including (company website name XXX), than to other users) that aims at or results in interference with our review systems, or hides or attempts to hide non-compliance with our policies, such as: Redirection to non-compliant content, Using dynamic DNS to switch page or ad content, Manipulating site content or restricting access to so many of your landing pages that it makes it difficult to meaningfully review your ad, site, or account

- Unacceptable business practices:

We prohibit the promotion of unacceptable business practices globally. Examples:

- Potentially deceptive, misleading, or harmful business propositions.
  - Making misleading, false, or unsubstantiated claims during the promotion of a product or service.
  - Promoting misleading information or omitting vital information on pricing, payment terms, or expenses the user will incur.
  - Promoting offers or deals that are not available or easily located on the landing page.
- Bribery & Corruption:
 

Bribery is never permitted. We will not allow post related bribery and corruption.

### **Restricted content guidelines**

- Alcohol

Ads promoting alcohol, including beer, wine, spirits, liqueurs, and alcohol memberships are allowed. It must comply with all applicable local laws, required or established industry codes, guidelines, licenses and approvals, and include age gating where necessary.

Alcohol ads on our website:

- Must not target minors, or depict minors consuming alcoholic beverages
- Must not associate the consumption of alcohol to enhanced physical performance, improved social standing or better sexual success
- Must not imply that drinking excessively is beneficial, or that alcohol has therapeutic qualities either as a stimulant or relaxant
- Must not depict people under the influence of alcohol, or associate drinking with activities that are risky (such as driving, operating heavy machinery), antisocial or illegal
- Must not emphasize high alcoholic content as a positive quality.

Example:

- Glorify or incite the consumption of alcohol.
- Imply that there are any health benefits or therapeutic benefits of alcohol.
- Show any kind of alcohol consumption in conjunction with the Use images of excessive drinking

Instruction for targeting:

If you choose to run adverts that promote or reference alcohol, you must make sure that you follow local laws and target your adverts appropriately, including targeting your adverts to people aged 18 years or older in all permitted countries, except the following:

India

- 25 years or older in Chandigarh, Delhi, Haryana, Maharashtra and Punjab.



- 21 years or older in Andhra Pradesh, Arunachal Pradesh, Assam, Chhattisgarh, Dadra and Nagar Haveli, Daman and Diu, Goa, Jammu and Kashmir, Jharkhand, Kerala, Madhya Pradesh, Meghalaya, Odisha, Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand or West Bengal.
- 18 years or older in the Andaman and Nicobar Islands, Himachal Pradesh, Karnataka, Mizoram, Puducherry, Rajasthan and Sikkim.
- Alcohol is prohibited in Bihar, Gujarat, Lakshadweep, Manipur and Nagaland.

#### Other countries

- 20 years or older in Japan, Iceland, Thailand and Paraguay
- 21 years or older in Cameroon, Micronesia, Palau, Solomon Islands, Sri Lanka and the US
- 19 years or older in Canada, Korea and Nicaragua.
- 25 years or older in Sweden

- Contests and sweepstakes

To promote contest or sweepstakes you must comply with all relevant laws and regulations. Please keep our website spam-free and in addition:

- Don't require participants to save a specific image
- Allow only one entry per participant
- Don't suggest that our website is sponsoring or endorsing you or the promotions

- Financial products and services

The promotion of finance and loan products and services is restricted. The country policies below are not exhaustive, products and services may still be permitted to run through they are not listed below, provided they comply with the general policies.

- Campaigns must:

Comply with all applicable local laws and regulatory requirements

Campaigns must not (Examples and not a complete list):

- Make exaggerated money making claims (for example: promising that you can make an unrealistic amount of money with little or no effort)
- Make false promises:
- Use “easy,” “fool-proof,” or “low risk” language in thumbnails, headlines, on the landing page or at any point in the user funnel.
- Make guarantees. Mention specific dollar amounts, even if it is a true story of what others have earned.
- Use user testimonials, even if they are true stories of what others have experienced.
- State or imply that users can get rich through these products.
- State or imply that users can be trained to eliminate risk or minimize risk.

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- State or imply that these products can solve financial difficulties or provide "financial freedom".
  - Use unrelated thumbnail images that indicate wealth, like cars, yachts or extravagant living (Images of money or investment charts are permissible). Images that show minors or any elements that could target minors Use hidden fees
- Products and services like Gambling

Gambling products allow individuals to bet money on the outcome of an event for a chance to win more money or a prize. Examples include Internet bingo, online casinos, offline casinos and sports betting. If the target country is not listed as restricted below, campaigns must not target it at this stage.

Campaigns must:

- Only advertise the following without a gambling license:
- Rummy-related content. Fantasy Sports Games.
- Poker products and services in regions other than Sikkim, Nagaland, Gujarat, Assam, Odisha and Telangana.

Campaigns must not (Examples and not a complete list):

- Advertise other forms of online gambling and lotteries even on websites featuring rummy-related content or fantasy sports
- Promote poker products and services in Sikkim, Nagaland, Gujarat, Assam, Odisha and Telangana.

- Healthcare products and services:

The promotion of healthcare products, services and content is restricted.

Following ads are allowed (Examples and not a complete list)

- Eyeglasses and contact lenses.
- Class I and II medical devices except where prohibited in our country-specific guidelines.
- Over-the-counter (OTC) non-prescription medicines except where prohibited in our country specific guidelines.
- OTC contraceptive products that don't focus on sexual pleasure or performance except where prohibited in our country-specific guidelines

Ads that are not allowed (Examples and not a complete list)

- Unlikely or dangerous weight-loss claims and before-and-after weight-loss imagery
- Body shaming, such as imagery or language that mocks or discredits certain body types or appearances
- Claims regarding unrealistic cosmetic results

- Direct-to-consumer genetic tests
- Claims regarding the prevention or cure of disease
- Products or advice we suspect could be unsafe, unreliable, or easily abused
- Invasive medical procedures
- The sale or purchase of human body parts, organs, tissues or fluids
- Prescription drugs for humans or pets
- Class III medical devices

- Cryptocurrency:

Cryptocurrency refers to a virtual currency with a digital representation of value that functions as a medium of exchange, unit of account, or a storage of value.

Campaigns must not (Examples and not a complete list):

- Be promoting and of the following: Initial Coin Offerings (ICOs), Token sales, Binary options, Misleading or scam ads, Direct ads/search ads for cryptocurrency products and services.
- Be misleading or deceptive.
- Promise returns of value for an investment of a specific crypto coin.
- Make false promises.
- Use hidden fees.
- Make exaggerated money making claims.

- Dating:

Campaigns advertising dating, personals and relationships content and products need to comply with our **Community Standards, Prohibited Content Policy and Restricted Content Policy guidelines:**

Campaigns must not (Examples and not a complete list):

- Include the glorification, avocation, promotion or facilitation of trafficking or exploitation (includes business models that exploit socio-economic differences such as "international dating")
- Be focused on sexual encounters ("have sex tonight" etc.) Be focused on infidelity:
- Statements like "have an affair" Marketing to "married men/women" etc.
- Use sexual references in the creatives - no images of people in bed, in underwear/lingerie, nudity etc.
- Promote the following "Mail order brides"
- Foreign marriage campaigns Casual sex sites/casual dating Escort services
- 'Mail-order' brides

- Non - Permissible goods and services:

The Promotion of goods and services which requires certificate from Govt. or regulatory authorities for sale or rendering of services are strictly prohibited without proper certification.

➤ Religion:

Campaigns must comply with all legal requirements related to the promotion of religion. Campaigns must not:

Be offensive, intolerant or threatening or misleading.

Note: The promotion of religious content products in India is prohibited.

➤ Fundraising

Personal fundraising for individuals (e.g. raising money for a sick person) is not allowed General fundraising for businesses and/or products is acceptable

➤ Malicious Software- Spyware or malwares:

Ads must not promote content, product, or services intended to harm or gain unauthorized access to a user's computer.

Example:

Using websites or content that contains or causes the download of any spyware, malware or software, resulting in an unexpected experience, such as the automatic download of applications without users' consent.

➤ Video Ads:

Video use video for better engagement with users. Video ads are subjected to our standard ads policy and requirement below.

Requirements:

- ❖ Length of video ads
- ❖ The following is not allowed:
- ❖ Non skippable in stream ads that are longer than 15 seconds.

Data collection in video ads:

- ❖ Tracking pixels that are not SSL-compliant, including all subsequent calls
- ❖ Tracking pixels on the midpoint and complete events not allowed.
- ❖ More than three tracking pixels per event not allowed. Using JavaScript for data collection not allowed.
- ❖ Tracking pixels are allowed on the impression, view, and skip events.
- ❖ To include tracking pixels for more than one vendor per event, the client or agency is responsible for piggybacking or daisy-chaining the pixels.
- ❖ A third-party click redirect or click command is acceptable.

Note:

- ❖ Video ads with unacceptable video format, unclear relevance (For example, all submitted ad fields must represent the same advertiser and be relevant to the promoted product), Unclear content, adult content, copyright content, shocking content (Some examples include obscene language, gruesome imagery, and gore) are associated with disapproval.
- ❖ Video ad placements must be audible by default.
- ❖ Scroll-to-play ads are not permitted for True View.
- ❖ For mid-rolls, the video content's duration must be at least 10 minutes.

Positioning of Advertisement:

- ❖ Advertiser must take care of positioning of advertisement to make user friendly. Text, images and other media/visuals must be relevant to product or service offered and audience viewing the ads.
- ❖ Ads content must be matched to those promoted product and redirect to relevant landing page. Cloaking is strictly prohibited.

Lead Advertisement:

- ❖ Without our prior permission advertiser must not request accounts number, loyalty card number.
- ❖ Ads must not request government-issued identifiers, including National Insurance numbers, passport numbers or driving license numbers, without our prior permission.
- ❖ Lead advert form fields enquiring whether or not a person has experienced mental health issues, such as depression or anxiety, health information, including information on physical health, medical treatments, medical conditions or disabilities, must not be asked without our prior permission.
- ❖ Advertisements for adult-oriented content are not allowed for lead forms.
- ❖ Using personal information in ways that users have not consented to is strictly not allowed.
- ❖ The information in the products or services that are advertised, and requested by the user, should be accurate and available.
- ❖ Advertisers are responsible for proper trademark use in their ad text, assets, and business information.
- ❖ Requesting for person's insurance company name or other details are not allowed.
- ❖ Lead advert form fields enquiring whether or not a person has been charged with or convicted of a crime, are not allowed.
- ❖ Identifying of religion through lead form is not allowed without our permission.
- ❖ Advertiser must not ask questions related to sexual information, individuals' sexual life or sexual interest without prior permission.

- ❖ Advertiser must not request for personal confidential information like username & password.
- ❖ Adverts must not request the same or substantially similar information that you could use a template question to request.

### **Use of Brand Assets:**

Our brand assets are our exclusive property. All goodwill that results from your use of our brand assets will be solely to our benefit. You will not take any action that is at odds with our rights or ownership of our brand assets. You may refer our **Brand Guidelines**

Our brand assets must be used in a respectful manner. Our brand assets may not be used in a way that harms us, our products or services, or in a manner which, in our opinion, lessens or otherwise damages our reputation or the goodwill in our brand assets. In other words, please do not associate our brand assets with any illicit or illegal activities or use them in a way that is deceptive or harmful.

Your use must not mislead consumers as to our sponsorship of, affiliation with or endorsement of your company or your products or services.

Use of our brand assets must be expressly authorized in writing.

### **Trademark or Copyrights:**

A trademark should be used only as an adjective followed by the generic name/noun.

A trademark should not be used in the plural or possessive form.

A trademark should not be altered or amended in any way. A mark should not be combined with any other mark, hyphenated, abbreviated or displayed in parts. A trademark that is depicted as two or more words should not be compressed into one word. A logo should not be displayed with color variations, or with other elements superimposed on top of the logo.

A trademark should not be used as your domain name or as part of your domain name. A trademark should not be used as part of your product name.

A trademark should not be incorporated into your company's logos or designs.

### **Things You Should know:**



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You need to make sure your ads follow our standard ad guidelines. You need to follow all applicable local laws, regulations and industry codes for any area your ads will be shown in. You must also follow our community guidelines, terms and the above advertising guidelines. These advertising guidelines apply to all parts of your promoted content, including the image, description and destination—and they apply to features like audience targeting. We reserve the right to reject or remove any ad that negatively affects our relationship with people on our platform or that goes against our interests. We may also remove ads, categories of ads, or advertisers that get lots of negative feedback from people on our website. These rules may change at any time.

In case of any further clarifications, you may refer [Limited Liability Policy Guidelines](#).

**Changes in Advertising Policy**

<u>Date of Change</u>	<u>Nature of Change</u>	<u>Effective Date and Version</u>

