

# Blis Content and Advertising Standards Policy

At Blis, we are responsible for upholding brand safety standards across both our publisher and our advertising partners. We take any violation of these standards extremely seriously. As such, we have set out a collection of Content and Ads Standards Policies below to provide clear expectations. All advertisers must agree to be in compliance with standards set out below for any use of the Blis DSP as an advertising platform, from creative content to targeting strategy.

Blis reserves the right to modify the content of the following policies at any time. We also maintain the right, at our own discretion, to suspend or cancel any campaign that we believe does not adhere to these policies.

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## 1.1 Creative Content and Ad Quality Guidelines

Blis has policies by which all creative content must adhere to. Creatives found in violation of this policy will be removed from the platform, and remain ineligible for media buying across the Blis DSP. **Repeated violation of these policies may result in a strike against offending members**

Below is a listing of reasons creatives may be rejected during the auditing process.

- Creative does not display properly
- Creative improperly rotates through various frames
- Creative has no assigned landing page
- Landing page is only accessible from a mobile device
- Auto Refreshing creative
- Creative/Landing page prompts download
- Creative does not meet minimum standards set out by the IABs LEAN initiative (including the Coalition for Better Ads Standards)
- Creative trafficked through a certified adserver

## 1.2 Prohibited/Restricted Content for Minors

Our platform and services are intended for a general audience and are not directed at minors. Advertisers may not use the Blis DSP to collect data from, target or re-target users **under the age of 16. In the USA, as directed by COPPA regulations this is lowered to the age of 13.**

In addition to this, advertisers may not use the Blis DSP to **knowingly market or promote** the following Prohibited Content for Minors categories products or services to users under the age of 18. Please note that in the USA this age limit increases to the age of 21 depending on the various State laws. Please check this with your local sales representative:

- **Adult and Sexually Suggestive Content** - intended for adult audiences (*eg. Lingerie*)
- **Alcohol / Tobacco / Recreational Drugs** - including all products that are regulated or illegal to advertise to children (*eg. Cigarettes or eCigarettes*)
- **Age-Sensitive Media Content** - including movie, video games, TV show and other fictional promotional material (*eg. Films rated 18+*)
- **Dangerous Content** - that is inappropriate for minors or that generally requires adult supervision, such as fireworks, weapons or weapon accessories, offers related to hunting, paintball, etcetera. (*eg. Fireworks*)

- **Gambling** - including both online or real-world gambling, casinos, lotteries or betting.  
(Please check various state laws for appropriate restrictions)
- **Aerosol paint or glass etching** - including any product targeted at defacing property
- **Political Ads** - Political ads of any kind
- **Religious Ads** - Religious ads of any kind
- **Dating and Relationships** - Ads for dating services, matchmakers, relationship advice or counselling
- **Health and Wellness** - Offers related to health care and medical issues of all kinds, including reproductive health, substance abuse or recovery, eating disorders, 'miracle cures' and health insurance. Also included are ads related to weight loss, diet and nutrition. (eg. Birth control)
- **References to Death** - Offers which touch on death, murder, funerals and natural disasters.
- **Pharmaceuticals and Supplements** - Advertisements for pharmaceuticals or medications, vitamins and nutritional supplements. Including Dietary supplement products
- **Food and Beverage** - Products related to consumable food and drinks, regardless of nutrition content.

## 1.3 Sensitive location data policy

We take consumer privacy very seriously, and we know that it is key to our agency and advertiser client that we continue to uphold this to the highest standard. Where possible, we avoid storing data that could be used to breach a user's privacy. Nonetheless, we acknowledge that the data that Blis processes as a normal part of its operation could in principle be used to analyse data in ways that are invasive. We therefore explicitly choose, by policy, not to do that.

The sensitive data policy defines how Blis, on behalf of our advertisers, is allowed to collect user data from 'sensitive location categories' and use it for personal advertising. Please bear in mind that the below applies in addition to the wider Blis privacy policies for data collection and use and is in line with EU GDPR 'sensitive data' regulations.

**Blis cannot infer, collect, target, profile or share data for any individual, household, or device that falls within the following special categories of data** (this includes any categories that could even remotely link to the below categories). Examples of what is allowed and what is not allowed are included.

- **Personal data inferring racial or ethnic origin**
  - **Not allowed:** Targeting or retargeting users seen at racial/ethnically profiled event (eg. Windrush community events UK, Polish culture centres, National embassies, Refugee camps)
  - **Allowed:** Targeting or retargeting users seen in particular regions (states, zipcode/postcode areas, DMAs) generally associated with racial or ethnic origin (eg. Hispanic DMA targeting)

- **Personal data inferring political opinions**
  - **Not allowed:** Targeting or retargeting users seen at a specific political rally or demonstration (eg. *A republican or democrat party rally in the US, a Black lives Matter protest*)
  - **Allowed:** Targeting or retargeting users seen in particular regions (states, zipcode/postcode areas, DMAs) generally associated with political opinions. (eg. *New York State profiled as Democrats*)
- **Personal data inferring religious or philosophical beliefs**
  - **Not allowed:** Targeting or retargeting users seen at any place of worship (eg. *a group of/an individual church/mosque/synagogue*)
  - **Allowed:** Targeting or retargeting users seen in particular regions (states, zipcode/postcode areas, DMAs) generally associated with religious or philosophical beliefs. (eg. *Diwali advertising targeting Hindu areas*)
- **Personal data inferring health**
  - **Not allowed:** Targeting or retargeting users seen at any hospital or medical/healthcare centre (eg. *Hospital building polygon*)
  - **Allowed:** Targeting or retargeting users seen in particular regions (states, zipcode/postcode areas, DMAs) generally associated with health data.
  - **Allowed:** Targeting pharmacies/drug stores and catchment areas around hospital or medical/healthcare centres (*Minimum accepted radius around a hospital of 5km*)
- **Personal data inferring sex life**
  - **Not allowed:** Targeting or retargeting users seen visiting locations associated with sex life (eg. *sexual health clinic or adult entertainment retailers or locations*)
  - **Allowed:** Targeting or retargeting users seen in particular regions (states, zipcode/postcode areas, DMAs) generally associated with sex life
- **Personal data inferring sexual orientation**
  - **Not allowed:** Targeting or retargeting users seen in establishments associated with sexual orientation (eg. *A gay bar*)
  - **Allowed:** Targeting or retargeting users seen in particular regions (states, zipcode/postcode areas, DMAs) generally associated with sexual orientation (eg. *Soho in London*)
- **Personal data inferring trade union membership**
- **Personal data inferring genetics**
- **Biometric data**
- **Personal data inferring criminal offence status**

## 1.4 Sensitive advertiser categories restrictions

### 1.4.1 Prohibited Categories

The following Prohibited Categories policy covers all potential advertising categories that are legally or culturally sensitive and are therefore restricted from running in the Blis DSP. The following sensitive interest categories cannot, under any circumstances, be used by advertisers to target ads to users or promote advertisers' products or services.

- Ads making misleading or deceptive claims
- Adult sexual content
- Copyrighted materials

- Counterfeit goods
- Drugs and drug paraphernalia (non pharmaceutical)
- Endangered species products
- Hate content, sensitive topics and violence
- Illegal products and services
- Incentivized clicks and downloads
- Spyware and illegal hacking
- Unauthorized ticket sales
- Weapons and weapons accessories

### 1.4.2 Restricted Categories

The following sensitive interest categories may be used by advertisers to target ads to users or promote advertisers' products or services, however they would need to be reviewed on a case by case basis for individual markets.

Please follow the stated review process for any advertising campaigns that fall under the following 'Restricted Categories':

- Alcohol content
- Financial services
- Gambling content
- Lotteries content
- Health and pharmaceutical products and services (regulated and legalised)
- Tobacco and tobacco accessories
- Political & governmental campaigning (see separate Political Ads Policy)

**Review process:** All creative content, landing page destinations and desired targeting criterias must be sent through for approval by a committee consisting of:

- Regional Managing Director
- Product Director
- Data Protection Officer

#### 1.4.2.1 Political Advertising Policy

At Blis, we support responsible political and governmental advertising, and expect all political content to comply with local legal requirements, including campaign and election laws and mandated election 'silence periods', for any geographic areas that they target.

#### Governmental Ads

Governmental ads are allowed to run. This includes content promoting any incumbent governmental initiatives such as 'Don't Drink and Drive' aimed at raising public awareness of policies.

*Please note: we reserve the right to review for discriminatory language or misleading positioning at any time.*

### **Political or Election ads**

Political or Election ads are allowed to run in our US, UK and Australian markets. We have a minimum spend for any political or election ads campaigns of \$50,000 per market. Political content includes ads for political organisations, political parties, political issue advocacy or fundraising, and individual candidates and politicians.

**Political or Election ads can only infer, collect, target, profile or share data for any individual, household, or device that falls within the following categories or targeting:**

- High level geographic or regional targeting (states, zipcode/postcode areas, DMAs). This excludes hyperlocal or geo-fence targeting
- Age & gender targeting
- Contextual targeting such as: IAB publisher category, sites, & apps lists.

All other types of targeting are **not** allowed for use in election ads. This includes Location Targeting, Audience Targeting, Habits to Home Targeting, Prospect Targeting and 3rd Party Audience retargeting (custom uploaded lists of users).

*Please note: we reserve the right to review for discriminatory language or misleading positioning at any time.*

### **1.4.3 Identity & Discrimination Advertising Policy**

At Blis, we recognise that one's identity and belief systems are extremely personal and complex taking into consideration various factors such history, personal life experiences, geography and diversity of cultural norms. We recognise that often an individual's belief and identity can also be used to segment users based on prior judgements and associations.

We therefore work to ensure that any advertising provides a positive experience for all users. We do this by targeting users based on interests and real-time and historical location behaviours rather than by how they are perceived as a person.

Personalised advertising based on a user's core or inherent self-identity or belief systems is therefore not permitted. The advertisers Blis work with are not allowed to use identity and belief categories to target ads to users or to promote their products or services.

***This includes:***

- Religious belief - *Personal religious beliefs*

- Marginalised groups - *Membership in a marginalised or vulnerable social group, such as social castes, immigrants or refugees*
- Race and ethnicity- *Personal race or ethnicity*
- Sexual orientation - *Sexual orientation, including lesbian, gay, bisexual, questioning or heterosexual orientation*
- Transgender identification - *Personal identification with a gender different from the gender assigned at birth, or a gender which does not conform to singular male or female identification*
- Trade union membership - *Trade unions and ads that imply knowledge of a user's trade union membership*