

Acceptable Use Policy

Version Date: 14 February 2025

EDITORIAL AND CONTENT GUIDELINES

Prohibited content

When DSPs place orders, each ad is tested for compliance with these rules. Rejected types of content include:

- Materials that propagandize violence [IAB25-2].
- Adult sexual content, products, and services of a sexual nature, including sex toys and sexual enhancers, nudity or suggestive content or images.
- Content encouraging discrimination, hate [IAB25-5] or offensive content, and profane materials [IAB25-4]. Incite hatred of any race, religion, creed, class or ethnic group, or of any individual or group.
- Weapons and related goods [IAB26-1] (Illegal Content).
- Drugs and supplies for them [IAB26-1] (Illegal Content).
- Tobacco products and all related supplements, including electronic smoking equipment [IAB9-9].
- Materials that include mentions or related to hacker attacks, fraud, spyware, malware, and hardware/software damage. [IAB26-3].
- Materials that violate copyright include but are not limited to torrents, P2P sharing, warez [IAB26-2], and other types of illegal sharing. [IAB26-4].
- It is forbidden to advertise fake, counterfeit, and potentially dangerous products or services [IAB26-4].
- Illegal goods, services, and content encouraging bomb-making, and sharing information considering socially dangerous activities [IAB26-1] (Illegal Content).
- Content generated by the user that didn't undergo necessary moderation [IAB25-1].
- Clickbaits and content that encourages users to perform a specific action: click or download [IAB25-7].
- Content related to traffic generation propositions, including fraudulent ones [IAB26-1].
- Content that contains false or misleading statements, such as a quick way to get rich, etc.
- Religious content or content related to certain spiritual practices [IAB23] or hate content in relation to communities that may include racial, national groups, sexual orientation [IAB25-5], social status like 'veteran', or else.
- Content with scenes of abuse [IAB7-28] or substance abuse [IAB7-42].
- Content containing hunting, and shooting to animals [IAB17-18].
- Advertising of products that are subjected to state registration (in the absence of such registration).
- Endangered animal species products [IAB26-1] (Illegal Content).
- Content featuring alcoholic beverages [IAB8-5], [IAB8-18].
- Online gambling services, casinos, lotteries (with a feature of real money cash out) [IAB9-7].
- Prescription medicines, food supplements, and health products. [IAB7- 5].
- Finance consulting services, [IAB13-1], Loans [IAB13-2], IAB13-4 Financial Planning, [IAB13-5] Hedge Funding, [IAB13-6] Insurance, [IAB13-7] Investing, [IAB13-8] Mutual Funds, [IAB13-9](Options), [IAB13-10] Retirement Planning, etc.
- Information associated with political campaigns [IAB11-4].
- Pregnancy content [IAB6-7].
- Freebies and contests [IAB22-1].
- Adult humour.
- Adult-themed dating, escort services, "mail-order brides", or similar services.
- Recreational drugs.
- Fireworks.
- Content for kids. Customer shall not use any persistent identifier to target users of any inventory (e.g., websites, apps, or other online properties) directed or targeted at children under age 13 or that Customer knows or should know are used by a substantial or disproportionately high ratio of children under age 13.
- Extrasensory persons, astrologers, predictors of the future, etc.
- Dispraging or competitive to Aceex.
- Promote spray paint;
- Promote etching cream;
- Promote tanning services utilizing ultraviolet light;
- Promote dietary products containing ephedrine group alkaloids;
- Promote Salvia divinorum or Salvinorin A;
- Promote body branding;
- Promote permanent tattoos;
- Infringe intellectual property rights;
- Promote or contain libel or fraud;
- Violate any applicable law, regulation, governmental rule or court order;
- Contain profanity;
- Employ phishing techniques or seek to trick the user into providing sensitive information by misrepresenting the identity of the advertiser;
- Contain annoying or distracting images or excessive animation;
- Initiate a download;
- Automatically redirect the user to a new page or app;
- Pop-up on a webpage, upon banner open, or upon page exit;
- Expand beyond their original size;
- Automatically refresh;
- Mimic system errors or messages;
- Are unbranded;
- Require to provide any personal information.
- Promote or depict political or religious topics; and/or
- Contain audio that is triggered by anything other than a click (such as auto-play or rollover-initiated audio);
- Cryptocurrency exchanges and Cryptocurrency "hot" wallets.
- Use uncommon or unusual grammar, spelling, and punctuation.

Prohibited Attributes

DSP must never serve ads with these creative attributes:

- Auto-redirect ads – these are ads that automatically redirect the user without the user's engagement or action (e.g., click, touch).
- Deceptive ads that resemble user interface elements (e.g., text boxes), and/or ads that do not ask the user for permission before initiating any services/fees. This includes click-to-call and click-to-subscribe ads that do not include an intermediary land page or another prompt that clearly explains the terms and/or fees associated with the call or subscription.
- URLs that lead the user to the page contradicting content that was promised by the initial ad.
- Creative that aims to install on the user's device spyware or potentially harmful software.
- .apk files that bypass the App Store and Google Store.
- Creatives that replicate system device notifications and messages - Windows Dialog or Alert Style, play, chat, and other system functions.
- Ads that are initiated or downloaded automatically without user permission. It may bear potential safety risks for the user.
- Destination URL must be viewable in web browsers.
- Destination URL must link to a working mobile website written in a supported markup language (xhtml, wml, chtml, or html for PDAs).
- DSP may not link to an email address or a file (for example, an image, audio, video, or document file that requires an additional program or application to open or run).
- The landing page for Advertisement cannot be under construction.
- Destination URL must link to an actual web page with content relevant to the applicable Advertisement.
- Destination URL must work properly.
- Phone numbers must be functional. Phone numbers may not connect customers to a fax number. Phone numbers must be local or domestic to the country the Advertisements are targeting. Telephone numbers must use the correct format for the target country. Toll or fee-based telephone numbers that require additional payment by the caller are not allowed.
- Images that are blurry, unclear, unrecognizable, or contain illegible text.

Upon the Customer's request, Aceex may approve some of the content listed above on a case-by-case basis

Previous versions:

(["Acceptable Use Policy as of 31.01.2025"](#)).

