Ad Exchange Policies

Each ad exchange's rules on sensitive categories, consent and creatives.

- Advertising Policies: Ad Exchanges

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The Table displays Ad Exchange Policies regarding grey area business. For example; Alcohol, Betting, Tobacco and others. However, before checking Ad Exchange Policies, it is mandatory to first check Country Laws.

Though not Every Ad Exchange specifically provides/shared details of the advertising policy of the grey area products, the Privacy Policy link to the Ad Exchange is shared and an idea can be found from there. If not mentioned at all, refer to the Country Laws. Please note that the Country Laws will always the first priority.

***** If the Country doesn't allow advertising of these products, Ad Exchange laws will follow the Country Laws and it is not possible to do any workarounds**. **When in doubt, consult legal team.**

	Alcohol advertising	**Betting advertising**	**Tobacco advertising**	**Pharmacy advertising**	**Weed advertising**	**Political advertising**	**More information**
Ad Colony (BS)	Yes	Yes	Yes	N/A	N/A	N/A	N/A
AdForm (BS)	Yes. Adform's prior written consent has to be obtained.	Yes. Adform's prior written consent has to be obtained.	No	Yes. Adform's prior written consent has to be obtained.	No	N/A	https://site.adform.com/policies/policies-and-guidelines/ad-quality-policies/

Admatic	N/A	N/A	N/A	N/A	N/A	N/A	https://admatic.com/pages/ADMATIC-Privacy.pdf
AdMedia (BS)	Yes	Yes	Yes	Yes	Yes	N/A	Confirmation has been received via email
Admixer (BS)	No	Yes	No	N/A	No	N/A	https://admixer.com/privacy/
Admix	Yes, but only with a written agreement.	Yes, but only with a written agreement.	Yes, but only with a written agreement.	N/A	N/A	N/A	https://admixplay.com/terms-and-conditions/
Adthink (BS)	N/A	No	N/A	N/A	N/A	N/A	http://www.advertstream.com/cg/CGU-ADACCESS-MEDIA-BUYERS-2016-1.0.pdf
Adyoulike (BS)	Yes	Yes	N/A	Yes	N/A	N/A	
AlgoriX	N/A	N/A	N/A	N/A	N/A	N/A	https://www.algorix.co/terms-of-service/

Automattic & Tumblr (WordPress) (BS)	N/A	N/A	N/A	N/A	N/A	N/A	https://wordpress.com/automattic-ads-tos/#:~:text=Age%20Restrictions.,years%20of%20age%20or%20older.
Beachfront (BS)	Yes, but only with Beachfron written consent.	No	Yes, but only with Beachfron written consent.	Yes, but only with Beachfron written consent.	Yes, but only with Beachfron written consent.	N/A	https://www.beachfront.com/legal/policies
ConnectAd (BS)	Yes	Yes	N/A	N/A	N/A	N/A	https://www.connectadrealtime.com/terms
Doubleclick	Yes, but only in eligible countries	Yes, but only in eligible countries	N/A	Most of the time No, but check **more information** if the country is eligible to advertise	N/A	N/A	https://support.google.com/authorizedbuyers/answer/6364996?hl=enhttps://support.google.com/adspolicy/answer/6008942?visit_id=637449362257628609-2815846781&rd=1

Fyber Marketplace	Yes, but has to ensure that content complies with all applicable laws, rules, and regulations of the country and jurisdiction in which the content is made available.	Yes, but has to ensure that content complies with all applicable laws, rules, and regulations of the country and jurisdiction in which the content is made available.	Yes, but has to ensure that content complies with all applicable laws, rules, and regulations of the country and jurisdiction in which the content is made available.	N/A	No	N/A	N/A
Geniee	No	No	No	No	No	N/A	https://geniee.co.jp/doc/pdf/en/rule.pdf
GumGum (BS)	Yes	Yes	Yes	N/A	No	N/A	https://gumgum.com/terms-and-policies/publisher-terms
Improve Digital (BS)	Yes	Yes	N/A	N/A	No	N/A	https://www.improvedigital.com/main/wp-content/uploads/2019/06/Seller_Creative-Enforcement_Ad_Quality_Policy_Improve_Digital.pdf

InMobi Exchange (BS)	Yes, as per specific country law and regulations.	Yes, as per specific country law and regulations.	Yes, as per specific country law and regulations.	Yes	Yes, as per specific country law and regulations.	N/A	https://www.inmobi.com/content-guidelines-advertisers/
LoopMe	Yes, LoopMe allows content related to alcohol, provided that such content does not: target individuals below the legal drinking age in the respective jurisdiction where such content is displayed.	Yes, Content pertaining to Gambling is prohibited, however, Content relating to State-run lotteries is acceptable provided that they comply with applicable laws and regulations in relevant jurisdictions .	Yes, Any content which promotes smoking paraphernalia, e-cigarettes, vaping, tobacco, cigars, tobacco pipes, rolling papers, smokeless tobacco must be expressly approved in writing by LoopMe.	Yes, Content has to be approved by LoopMe.	Yes, Cannabis and CBD related content must comply with the individual State and/or Country restrictions relating to cannabis and CBD.	N/A	https://legal.loopme.com/#loopme-policies
MGID (BS)	Yes, through PMPs	Yes, through PMPs	N/A	N/A	N/A	N/A	https://www.mgid.com/services/terms-and-conditions?country=other%20countries
myTarget (BS)	No	No	No	Yes, need a written agreement	No	N/A	https://target.my.com/help/advertisers/moderation/en

OpenX	Yes	Yes	No	N/A	No	N/A	https://www.openx.com/legal/ad-exchange-demand-policies/
Outbrain (BS)	Yes, but only in countries that allow sales and advertisement of alcohol.	Yes, allowed when targeting the United Kingdom and the United States, where certain forms of gambling, such as online casinos, sports betting, and fantasy sports, are accepted. The following services or promotions are accepted: Apps promoting free games (such as "social casinos"); Physical casinos (as destinations); State-run lotteries.	No	No	No	N/A	https://www.outbrain.com/advertisers/guidelines/

Pubmatic (BS)	Yes, but restricted. Some types of alcohol-related ads are allowed if they don't target minors, target end-users in only those countries that are explicitly allowed to show such ads, and fall into the following categories, beer, wine, sake, spirits or hard alcohol, Champagne, fortified wine, non-alcoholic beer, non-alcoholic wine, and non-alcoholic distilled spirits.	Yes, but restricted. Gambling ads are allowed if they target jurisdictions where the type of gambling advertised is legal; have a landing page or contain language required by law, such as a landing page that displays information about responsible gambling; and shall never target minors.	Yes, but restricted on the publisher level.	Yes, but restricted. The promotion of pharmaceutical manufacturers is allowed to the extent permissible by applicable law, rule, or regulation in the jurisdiction(s) where such advertising is targeted.	N/A	N/A	https://pubmatic.com/legal/aq-policy/
Verve (BS)	No	Yes	N/A	N/A	N/A	N/A	https://pubnative.net/prohibited-content/
Pulsepoint (BS)	No	No	No	N/A	N/A	N/A	https://pulsepoint.com/legal/platform-privacy-policy

Reklamstore (BS)	No	No	No	No	N/A	N/A	https://www.reklamstore.com/terms-and-conditions
Magnite DV+ (formerly Rubicon)	Yes	Yes	Yes	No	Yes, Cannabis ads will be evaluated on a case-by-case basis. You are responsible for ensuring that any cannabis ads comply with all applicable laws, including that the content, location, and intended audience of the ad complies	N/A	https://rubiconproject.com/terms-conditions/rubicon-project-ad-quality-guidelines/

Smaato (BS)	Yes, but restricted; Wine, beer/coctails; Ads comply with all applicable laws, rules, and regulations of the country and jurisdiction in which the Ads are served.	Yes, but restricted; If the real currency is involved or if there is the ability to cash out; Ads comply with all applicable laws, rules, and regulations of the country and jurisdiction in which the Ads are served.	No	Yes, but restricted; Ads comply with all applicable laws, rules, and regulations of the country and jurisdiction in which the Ads are served.	No	N/A	https://www.smaato.com/demand-policies/
Equativ (BS)	Yes	Yes	Yes	Yes	Yes	N/A	https://smartadserver.com/wp-content/uploads/2017/10/20170606_Brand_Safety_Policy.pdf

Taboola (BS)	Yes, through PMPs.	Yes, through PMPs.	No	Yes, but restricted; Campaigns must: Ensure content/product complies with all applicable regulatory guidelines and local laws if promoting health care services, health or wellness products, and weight loss/dietary products or supplements.	Yes, has to be approved first.	N/A	https://help.taboola.com/hc/en-us/articles/115000220793-Restricted-Content-Products-and-Services
Teads (BS)	Yes, any advertisements for alcoholic products must comply with local laws, regulations, and codes within the territory where the ad or campaign will be displayed. Advertisements in this category shall include specific and limited targeting restrictions.	Yes, examples of gambling include internet bingo, online casinos, offline casinos, and sports betting. Advertisements promoting free games or applications shall be allowed.	No	N/A	Yes, but only in the USA	N/A	https://www.teads.com/ad-policies/

Third Presence (BS)	Yes, through PMPs	Yes, through PMPs	Yes, through PMPs	N/A	N/A	N/A	https://thirdpresence.com/terms-and-conditions/
TripleLift (BS)	Yes, through PMPs	Yes, through PMPs	N/A	N/A	No	N/A	https://triplelift.com/creative_ad_policies/#:~:text=Ads must not contain deceptive,to non-functional landing pages.
Unity (BS)	Yes, but restricted; Some types of alcohol-related ads are allowed if the advertiser meets certain requirements; please contact your account manager for more information.	Yes, but restricted; Some types of gambling-related ads are allowed if the advertiser meets certain requirements; please contact your account manager for more information.	No	Yes, but restricted; Some types of ads are allowed if the advertiser meets certain requirements; please contact your account manager for more information.	No	N/A	https://unity3d.com/legal/advertising-content-policy#:~:text=Advertising Content Policy,Platform without Unity's explicit permission.
UnrulyX (BS)	Yes	Yes	N/A	N/A	N/A	N/A	https://unruly.co/legal/advertiser-terms-conditions/

Xandr (AppNexus) (BS)	N/A	Yes, but restricted; Xandr allows gambling content, but with geographic and other restrictions.	N/A	N/A	No	N/A	https://docs.xandr.com/bundle/service-policies/page/policies-for-buying.html
Yieldmo (BS)	Yes, but restricted; Alcohol from established brands or services aimed at adults over 21, on certain properties.	Yes, but restricted; Gambling ads not in violation of local laws.	No	Yes, but restricted; Pharmaceuticals, including prescription, over-the-counter, medical services, and contraception.	Yes, but restricted; Cannabis ads in allowed areas are marketed appropriately.	N/A	https://www.yieldmo.com/adpolicy/
Viber	No	Yes, but restricted; Possible through PD/PG. However, ads should be approved by Viber first.	No	N/A	N/A	Not allowed	https://www.viber.com/en/terms/viber-advertising-policy/#:~:text=EDITORIAL CONTENT POLICIES&text=The Ad content must be,be of high editorial quality.

Admix (in-game)	No	No	No	N/A	No	N/A	https://admixplay.com/terms-and-conditions/
Anzu (in-game)	Yes, through PMPs	Yes, through PMPs	Yes, through PMPs	N/A	N/A	N/A	https://www.anzu.io/privacy-policy
Dailymotion	N/A	N/A	N/A	N/A	N/A	N/A	https://legal.dailymotion.com/en/privacy-policy/#9-specific-conditions-applicable-to-dailymotion-secondary-sites
Digital Turbine	N/A	N/A	N/A	N/A	N/A	N/A	https://www.digitalturbine.com/legal/privacy-policy
Gadsme (In-Game)	N/A	N/A	N/A	N/A	N/A	N/A	https://www.gadsme.com/privacy-policy
Tappx	N/A	N/A	N/A	N/A	N/A	N/A	https://www.tappx.com/legal/privacy-policy
Triton Digital	N/A	N/A	N/A	N/A	N/A	N/A	https://tritondigital.com/privacy-policies

Adman (BS)	N/A	N/A	N/A	N/A	N/A	N/A	No public ad policy found; ask AdOps
Adverty (In-Game)	N/A	N/A	N/A	N/A	N/A	N/A	https://adverty.com/brand-safety-policy/
Between Digital (BS)	N/A	N/A	N/A	N/A	N/A	N/A	No public ad policy found; ask AdOps
Bigo	N/A	N/A	N/A	N/A	N/A	N/A	No public ad policy found; ask AdOps
Boldwin (BS)	N/A	N/A	N/A	N/A	N/A	N/A	No public ad policy found; ask AdOps
Criteo Commerce Grid (BS)	N/A	N/A	N/A	N/A	N/A	N/A	https://www.criteo.com/ad-quality
Eskimi Exchange	N/A	N/A	N/A	N/A	N/A	N/A	https://manual.eskimi.com/books/eskimi-policies
Eskimi standard	N/A	N/A	N/A	N/A	N/A	N/A	https://manual.eskimi.com/books/eskimi-policies
Freewheel (BS)	N/A	N/A	N/A	N/A	N/A	N/A	https://freewheel.com/ad-policy-and-specifications

Index Exchange (BS)	N/A	N/A	N/A	N/A	N/A	N/A	https://kb.indexexchange.com/dsps/guidelines/reviewing_ad_quality_dsps.htm
Magnite CTV (BS)	N/A	N/A	N/A	N/A	N/A	N/A	https://www.magnite.com/legal/ad-quality-guidelines/
Mobfox (BS)	N/A	N/A	N/A	N/A	N/A	N/A	No public ad policy found; ask AdOps
NexxenXtend (BS)	N/A	N/A	N/A	N/A	N/A	N/A	https://nexxen.com/advertiser-policy/
OneTag (BS)	N/A	N/A	N/A	N/A	N/A	N/A	No public ad policy found; ask AdOps
Polymorph (AdsNative) (BS)	N/A	N/A	N/A	N/A	N/A	N/A	No public ad policy found; ask AdOps
RDX	N/A	N/A	N/A	N/A	N/A	N/A	No public ad policy found; ask AdOps
Reforge (BS)	N/A	N/A	N/A	N/A	N/A	N/A	No public ad policy found; ask AdOps
Sonobi (BS)	N/A	N/A	N/A	N/A	N/A	N/A	No public ad policy found; ask AdOps
TrafficStars (Adult)	N/A	N/A	N/A	N/A	N/A	N/A	No public ad policy found; ask AdOps

Verizon Media Video Exchange (BS)	N/A	N/A	N/A	N/A	N/A	N/A	https://adspecs.yahooinc.com/pages/policies-guidelines/yahoo-ad-policy
Wirtualna Polska Media (BS)	N/A	N/A	N/A	N/A	N/A	N/A	No public ad policy found; ask AdOps
Yahoo Exchange (BS)	N/A	N/A	N/A	N/A	N/A	N/A	https://adspecs.yahooinc.com/pages/policies-guidelines/yahoo-ad-policy