

# Eskimi DSP Policies for Advertising Partners

## Prohibited Content

Advertising Partners must not serve ads which promote the following content.

- Ads making misleading or deceptive claims
- Adult sexual content
- Copyrighted materials
- Counterfeit goods
- Drugs and drug paraphernalia
- Endangered species products
- Hate content
- Illegal products and services
- Incentivized clicks and downloads
- Inappropriate content
- Low quality content
- P2P file-sharing apps, torrent or any apps that facilitate or promote copyright infringement
- Weapons and weapons accessories

## Restricted Content

Advertising Partners may run advertisements that contain the following content, or that promote the following categories of products and services, only as permitted under a selected markets.

- Alcohol content
- Financial services
- Gambling content
- Lotteries content
- Tobacco and tobacco accessories
- Health and pharmaceutical products and services

## Prohibited Content for Under Age Users

Advertising Partners may not use the Eskimi DSP Services to target or re-target to users under the age of 18, nor to websites or apps directed to users under the age of 18.

## Prohibited Creative Attributes

Advertising Partners must not serve ads with these creative attributes or behaviors:

- (IAB8) Pop (e.g. Over, Under, or Upon Exit)
- (IAB14) Windows Dialog or Alert Style (e.g., any creative that a user might mistake for an OS or application-level notification rather than an advertisement): This includes, but is not limited to, deceptive ads that resemble user interface elements (e.g., text boxes) and creatives that mimic buttons or icons that claim a functionality that is not there (e.g., play, chat, wink, friends, search buttons)
- (IAB3) Expandable (Automatic) – ads that automatically expand without the user’s engagement or action (e.g., click, touch)
- Auto-redirect: ads that automatically redirect the user without the user’s engagement or action (e.g., click, touch)
- (IAB11) Ads that do not ask the user for permission before initiating any downloads/installations/services/fees.

## Editorial Content Policies for Advertising Creatives

Our editorial guidelines are in place to ensure that users have a positive user experience with creatives on Eskimi DSP.

- Accurate and clear content: Creatives should be of high editorial quality. Those which are gimmicky, misleading, or of low editorial quality are prohibited.
- Offensive language: Do not include language in creatives that could offend or shock users (e.g., IAB25-4 Profane Content).

## Enforcement

Your use of the Eskimi DSP Services is subject to these policies and any agreements you have entered into with Eskimi DSP. If we suspect that an ad is in violation of our policies or agreements, then we may stop it from running, and it may no longer be accepted in Eskimi DSP. In some cases, including but not limited to multiple or severe violations of our rights or policies, we may suspend or terminate your account.

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Revision #3

Created 24 February 2021 09:50:21 by Gabriele

Updated 26 August 2022 12:17:46 by Gabriele