Legal Information

Advertising regulations that apply in different countries.

- Campaign Restrictions Guidelines
- Gambling Guidelines
- Tobacco Guidelines
- Alcohol Guidelines
- Crypto Guidelines
- Artificial Intelligence Guidelines

Campaign Restrictions Guidelines

Campaign restrictions policy in certain countries

Operating in sanctioned countries isn't just risky, it's illegal. EU sanctions regulations are complex and constantly evolving, with severe penalties for violations that can include hefty fines and criminal charges. Even well-intentioned campaigns can cross legal boundaries if you're not careful about where and how you operate. That's why understanding these restrictions before launching any campaign is essential for protecting both your business and your clients.

The map uses the following color coding to reflect legal conditions for campaign execution:



All campaigns in restricted regions require pre-approval from our legal team and ongoing compliance monitoring. Legal clearance is mandatory before any campaign

launch, and approval is country-specific and non-transferable.

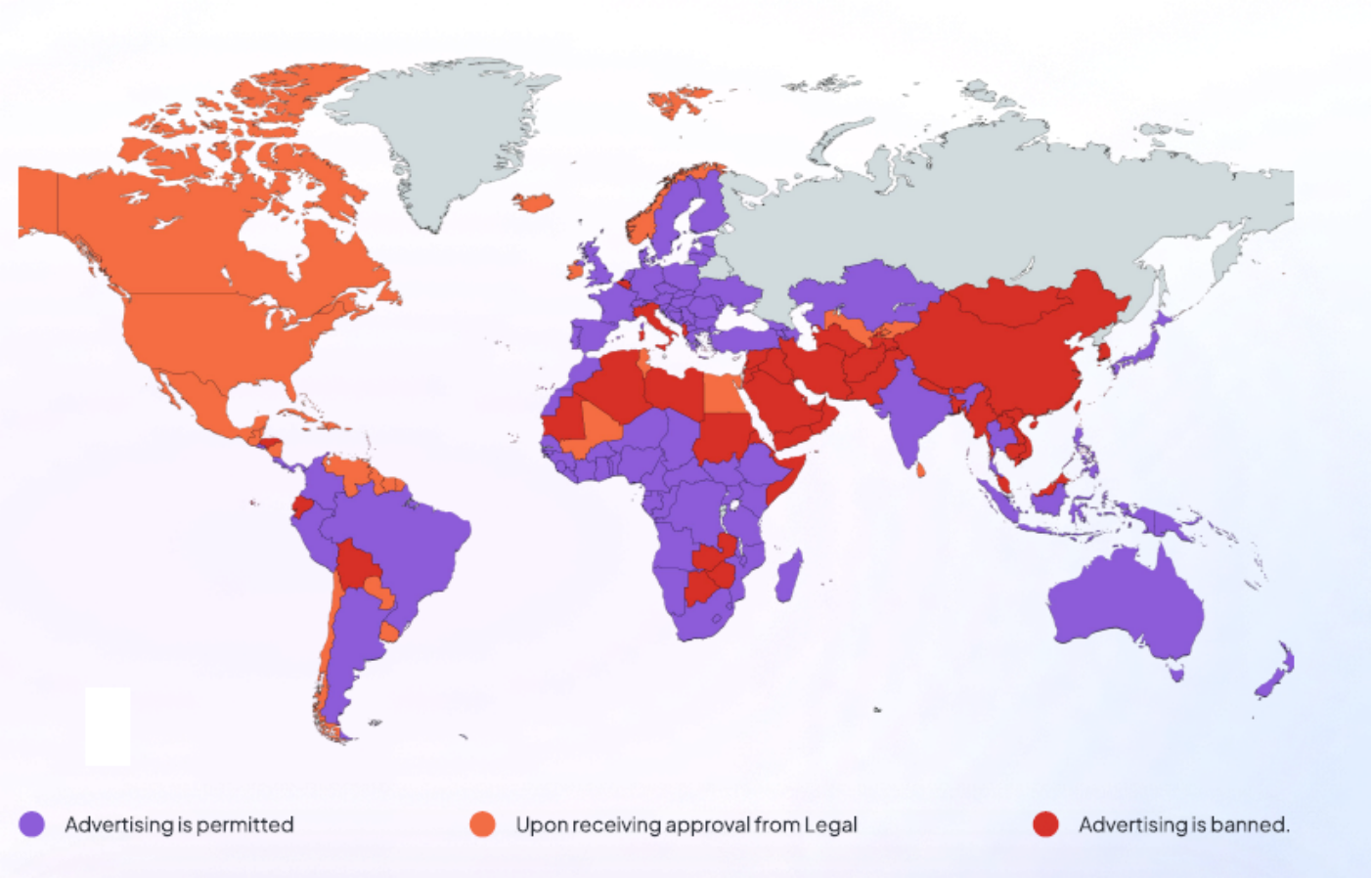
Link to article

Gambling Guidelines

Guidance for gambling advertising

Gambling advertising is subject to strict and varying regulations across different countries. What is allowed in one region may be completely prohibited in another.
Regulatory landscapes shift frequently, and even small violations can lead to legal penalties or reputational damage. That’s why it’s critical to assess the legal environment of each market before launching any gambling-related advertising. The map provided serves as
a high-level overview, but final decisions must always be guided by up-to-date legal consultation.

The map uses the following color coding to reflect legal conditions for gambling ads:



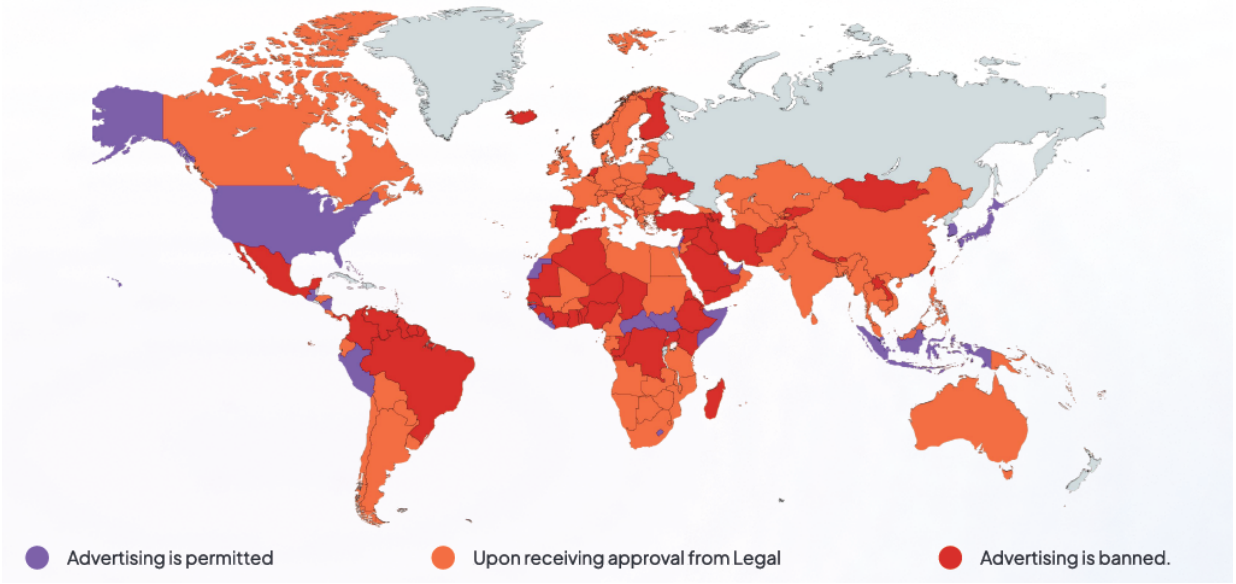
All gambling ads must link to a landing page with responsible gambling info, including addiction support and age restrictions.
Legal approval is required before launching any campaign, and approval applies only to the specific country reviewed.

Link to article

Tobacco Guidelines

Guidance for tobacco advertising

Tobacco advertising is subject to strict and varying regulations across different countries.
Tobacco advertising is subject to strict and varied regulations across different countries. Most countries around the world have banned all forms of tobacco advertising, both direct and indirect. As the regulatory landscape continues to evolve, even minor violations can result in severe legal penalties, financial loss, or reputational damage.
It is essential to assess the legal environment of each market before launching any tobacco-related advertising campaigns.
The map provided below offers a high-level overview of the legal status of tobacco advertising in different countries. However, final decisions must always be based on up-to-date legal consultation to ensure full compliance with local laws and regulations.
The map uses the following color coding to reflect legal conditions for tobacco ads:



Product classification notes:
Vapes, IQOS, Ploom, and other Heated Tobacco Products (HTPs): These are classified as tobacco products, and all tobacco advertising restrictions apply equally to them as to traditional cigarettes.

Oral Tobacco Products (e.g., Snus):
While Snus advertising is more flexible and widely accepted in Sweden, it is banned or highly restricted in most other countries.

All tobacco advertisements must receive legal approval before launching any campaign. Approval is valid only for the specific country that was reviewed.

Link to article

Alcohol Guidelines

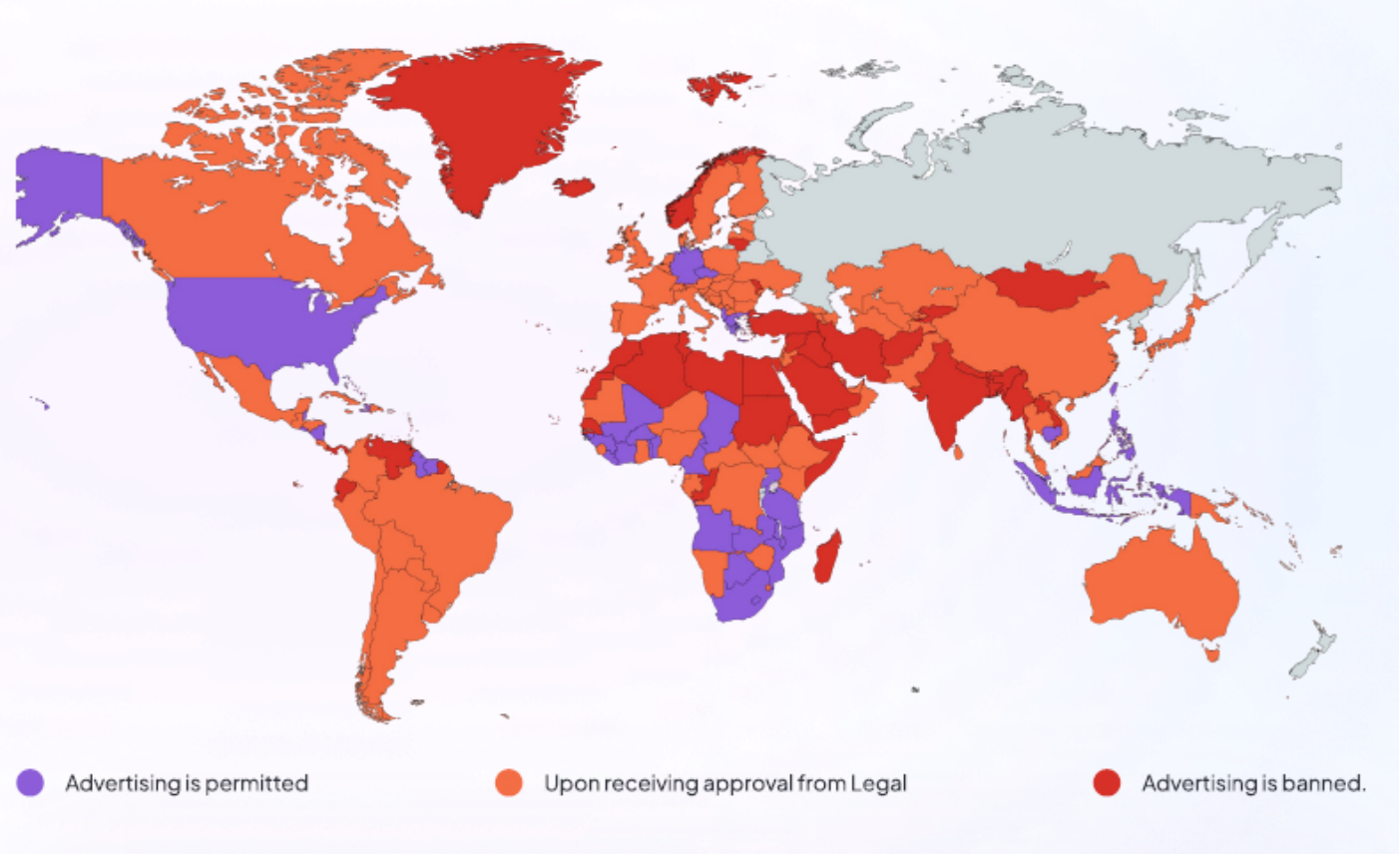
Guidance for alcohol advertising

Many countries around the world have recognized the need to restrict alcohol advertising as a crucial public health measure. Similar to tobacco control efforts, these restrictions aim to mitigate the negative effects of alcohol consumption on society.

The push for alcohol advertising bans stems from growing evidence that exposure to alcohol marketing significantly influences drinking behavior, especially among youth. By limiting the visibility of alcohol promotions, governments can reduce the likelihood of underage drinking and encourage healthier consumption patterns among adults.

Implementing advertising restrictions is essential for promoting responsible drinking and reducing alcohol-related harms, such as addiction, accidents, and health issues. Ongoing support for these initiatives is vital in creating a safer, healthier environment for all.

The map uses the following color coding to reflect legal conditions for alcohol ads:



All alcohol advertisements must receive legal approval before launching any campaign. Approval is valid only for the specific country reviewed.

Link to article

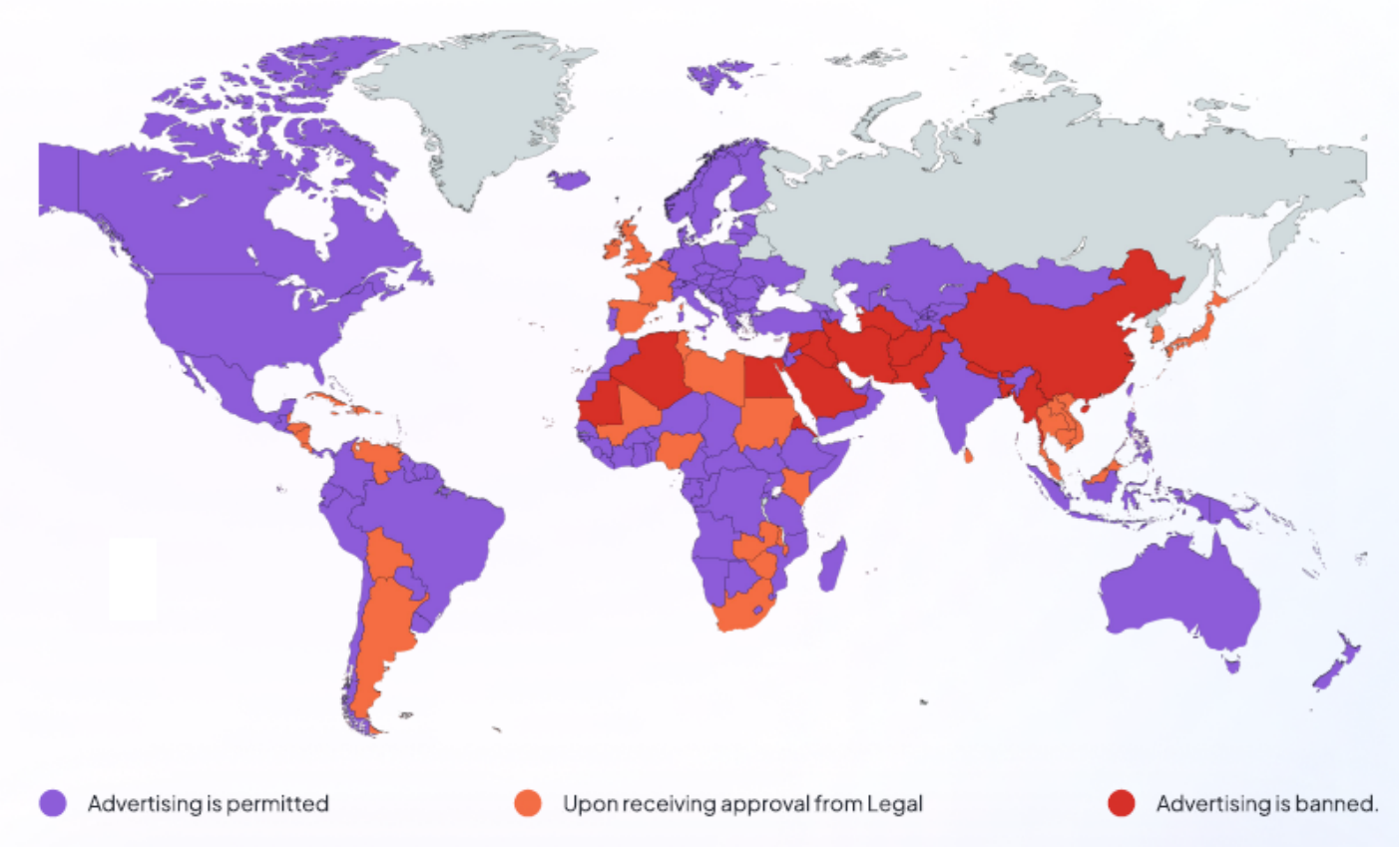
Crypto Guidelines

Guidance for crypto advertising

Cryptocurrency advertising is subject to strict and varying regulations across different countries. What is allowed in one region may be completely prohibited in another. As the regulatory landscape evolves, even minor violations can lead to severe legal penalties, financial losses, or reputational damage. Therefore, it is essential to assess the legal environment of each market before launching any crypto-related advertising campaigns.

The map provided below offers a high-level overview of the legal status of cryptocurrency advertising in different countries. However, final decisions should always be guided by up-to-date legal consultation to ensure compliance with local
laws and regulations.

The map uses the following color coding to reflect legal conditions for crypto ad:



All crypto ads must receive legal approval before launching any campaign. Approval is valid only for the specific country reviewed.

Link to article

Artificial Intelligence Guidelines

Guidance for generative AI use

Generative AI is rapidly transforming how we work, create, and innovate at Eskimi, we’re ready to harness its full potential. As
we adopt this powerful technology to advance our strategic goals, we’re equally committed to using it responsibly and
securely.
Previous training sessions from our IT and Legal teams laid the foundation by introducing the basics of AI and its applications. However, as interest grows across the organization, so do the questions. This one-pager aims to answer the most frequently asked questions and provide clear, practical guidance on the safe and effective use of generative AI at Eskimi.

General principles:

Always review AI-generated content: All AI-generated outputs must be carefully reviewed and edited for accuracy, relevance, and appropriateness before use or sharing.
Do not input confidential or personal information: While the AI tools used at Eskimi do not train on your inputs, the data may still be processed by third-party services. To protect privacy and company security, never input:

- Personal data
- Trade secrets
- Confidential business information
- Customer or client data
- Passwords or encryption keys
- When possible use AI models with servers located in EU

Check AI-generated code for security risks: If you're using AI to generate code, always review it thoroughly and scan for any potential security vulnerabilities before use.

Use thoughtful prompts and apply creative oversight: When generating content, use clear and detailed prompts. Refine and adapt the output to ensure it reflects original input and human creativity.

This helps us retain copyright eligibility and demonstrate creative control in case of registration. Report any security issues immediately: If you detect a vulnerability or security

incident related to AI use, report it right away via a Helpdesk ticket to the IT Admin.

If you have any questions about using generative AI at Eskimi, please reach out to your manager or the Legal team. You can also refer to the AI Use Policy document for detailed guidance.

Link to article