branch

Discovery Advertiser Acceptable Use Policy

Branch reserves the right to modify this Advertiser Acceptable Use Policy at any time without notice.

1. **PROHIBITED CONTENT IN ADS**
   a. **Prohibited Content Applicable to All Ads.** Regardless of the country in which the advertisement is shown, Advertisers using the Discovery Ads service must observe the following restrictions:
      - **Obscenity** – No commonly used obscenities in any language are allowed.
      - **Adult content** – All adult or pornographic content is prohibited.
      - **Trademark and Copyright** – No unauthorized use of trademarked or copyrighted works, such as logos or slogans. Brands can use their owned trademarks.
      - **Branch** – No mention or use of Branch (as a company) or its products and service offerings.
      - **Political advertising** – No political advertising allowed of any form, including, but limited to, such advertising in favor of or against political officials or electoral candidates.
      - **Abusive, bullying or defamatory speech** – Ads that attack specific groups or people, with no apparent advertising intent.
      - **Deceptive messaging** – Ad copy that misleads a user about the functionality of an app or vastly overstates such functionality, or is otherwise false or considered to be unfair competition under applicable law.

- **Illegality** – No ads for apps, products or services of questionable legality. Examples include, without limitation, spying or hacking apps, apps that let you avoid speed traps, viruses, Trojan horses, worms, time bombs or cancel bots and content that contains computer programming routines that are intended to damage, surreptitiously intercept, detrimentally interfere with or expropriate any system, data or personal data.

- **Firearms, weapons, munitions** – No advertising for firearms, weapons or munitions, even in jurisdictions where such commerce is legal.

- **Tobacco/Cannabis/Alcohol** – Any ads related to tobacco, cannabis, or alcohol are prohibited, even in jurisdictions where such commerce is legal. (Exception for CBD products that do not contain THC.)

b. **Additional Content Restrictions Specific to Ads Shown in the European Union ("EU")** – In addition to the restrictions under 1(a), ad content that runs in the EU is prohibited from containing any of the following:

- **Foreign language content** – Any advertisement should be made available in the local language unless it can be assumed that consumers are proficient in English.

- **Prescription drugs/online pharmacies** – Prescription medications, or medications subject to reimbursement by social security must not be advertised to the general public. Similarly, online advertisements to promote online pharmacies is prohibited.

- **Virtual currency** – Advertisements for derivative products based on crypto-currencies (i.e. binary options, CFD, Forex) which are subject to specific rules for complex financial products are prohibited.

- **Gambling and games** – Advertisements for unaccredited gambling websites are prohibited.

c. **Additional Content Restrictions Specific to Ads Shown in Spain** – In addition to the restrictions under 1(a) and 1(b), ad content that runs in Spain is prohibited by Spanish law from containing any of the following:

- **Content against Spanish Constitution** – Any content involving the commission of an offense or that infringes the principle of equality (i.e. discrimination based on place of birth, race, gender, religion), the right to honor, personal and family privacy and self-image, or the principle of protection of young people and children.

- **Content against Women** – any advertisements that show women in a vexatious or discriminatory manner, either by the use of their bodies or parts of it as mere objects unrelated to the promoted product, or by associating their image with a stereotyped behavior that violates the bases of the Spanish legal system.

d. **Additional Content Restrictions Specific to Ads Shown in India** – In addition to the restrictions under 1(a), ad content that runs in India is prohibited by Indian law from containing any of the following:

- Material that is seditious, or mutilates or disfigures the Indian flag, or uses the flag, name, emblem or seal of a government entity;

- Has the effect of causing disaffection among members of the police force;

- Insults or intimidates a scheduled caste or scheduled tribe, or promotes the practice of untouchability; or

- Portrays women in a derogatory or denigrating manner.

e. **Additional Content Restrictions Specific to Ads Shown in Italy** – In addition to the restrictions under 1(a) and 1(b), ad content that runs in Italy is prohibited by Italian law from containing any of the following:

- **Content against Italian law** – Any content involving the commission of an offense or that infringes in any way Italian law, including content representing scenes in contrast with Italian law.

- **Content against women** – Any advertisements that show women in a vexatious or discriminatory manner, either by the use of their bodies or parts of it as mere objects unrelated to the promoted product, or by associating their image with a stereotyped

behavior.

- **Content against religions** – Any content offending religious beliefs.
- **Content concerning safety** – Any content that may lead consumers, in particular minors, to be less cautious than usual or less watchful and responsible towards their own health and safety.
- **E-cigarettes and refills** – Any ads related to e-cigarettes and refill containers are prohibited.

f. **Additional Content Restrictions Specific to Ads Shown in the UK** – In addition to the restrictions under 1(a) and 1(b), ad content that runs in the UK is prohibited by UK law from containing any of the following:

- **Compliance** – Content must comply with UK law, and be honest and truthful. As such, ad content must not be misleading to consumers.
- **Offence** – content must not cause offence on the grounds of: age; disability; gender; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; and sex and sexual orientation.

2. **RESTRICTED CONTENT IN ADS**. The Discovery Ads service may restrict or limit showing ad content that promotes the following:
   - Age-sensitive products or services.
   - Pharmaceutical products, medical devices, medical services or treatments.
   - Financial products, such as banking, insurance and mortgage products, and investment advice.
   - Any other products/services which may be restricted or limited in the local jurisdiction.

3. **ADVERTISER RESPONSIBILITIES.**Advertiser is responsible for ensuring compliance with the following when advertising with the Discovery Ads service:

- Ad content complies with the Discovery Ads Terms and Conditions for Advertisers, and all applicable law and regulations, including consumer protection law.
- Ad content does not violate the intellectual property and other proprietary and personal rights of any third party.
- Advertiser does not use the Discovery Ads service in a manner that threatens its integrity, performance, or availability thereof.
- Advertiser shall not use any part of the Discovery Service in connection with any apps or websites that are directed to children under 13 (and in certain jurisdictions under the age of 16), or otherwise target their advertising to such children.

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