

## Seller Creative Enforcement Ad Quality Policy

### Article 1 DEFINITIONS

In this Seller Creative Enforcement Ad Quality Policy the following expressions shall have the meaning as set out next to them:

**“Ad Inventory”** means advertising inventory, including, but not limited to web, mobile, application and/or widget-based advertising inventory.

**“Agreement”** means any agreement between Improve Digital and Seller.

**“Buyer”** means an advertiser, agency, network, technical provider or other party that buys and/or attempts to purchase and/or facilitates the purchase of Ad Inventory through Improve Digital or directly from the Seller making use of any Improve Digital platform whether or not via third party suppliers for execution.

**“Seller”** means a customer of Improve Digital, a media owner, network or any other party that sells and/or attempts to sell and/or facilitates the sale of Ad Inventory through the Service(s).

**“Service(s)”** means the service provided by Improve Digital to Buyer in the form of technology, and or any other services and/or activities performed by Improve Digital under the Agreement.

**“Sites”** mean the digital properties of Seller, or its clients, on which the Ad Inventory appears (i.e., websites, mobile sites, syndication platforms, video players and applications).

### Article 2 PROHIBITED AD INVENTORY AND SITE CONTENT

2.1 Seller will not provide or submit Sites and/or Ad Inventory that contain or promote:

- (i) concepts that are hateful or disparaging towards any race, religion, gender, sexual orientation or nationality;
- (ii) firearms, bombs and other weapons, explosives or how-to guides for any of the above;



- (iii) any content that contains or promotes illegal activities, including, but not limited to hacking;
- (iv) any content that contains or promotes pornography or graphic sexual depictions;
- (v) any content that contains, promotes or links to indecent, obscene or highly explosive subject matter;
- (vi) any content that facilitates or promotes illegal file-sharing (MP3s, copyright protected video, or the equivalent), adware, spyware, malware, religious products & services, and are deemed to be objectionable.
- (vii) any content that infringes on intellectual and/or industrial property rights of any third party.

2.2 Seller declares that it is an Authorized Digital Seller for the Ad Inventory made available by Seller to the 360 Platform and that Sellers' ads.txt ID for Improve Digital is implemented on the adx.txt of the publishers or content owners owning this Ad Inventory.

2.3 Seller represents and guarantees that:

- a) Regarding URL Transparency: the referrer URL from the header shall be transparent. Video Ad Units served on empty header URL's will be marked by Improve Digital as invalid or fraud and the amount due to Seller in respect of Ad Inventory sold by Seller will not be paid out to Seller.

For example, if a player runs on the website <http://cnn.com>, the URL from the header shall present <http://cnn.com>. All other URL's will be marked as invalid or fraud such as, but not limited to <http://network.com/embedded?url=http://cnn.com>.

- b) Regarding Video Player Size transparency: the placement width and height shall always correspondent with the original player width and height. Original Players size that do not match with the size setup inside 360Polaris will be flagged by Improve Digital as invalid or fraud and the amount due to Seller in respect of the Ad Inventory sold by Seller will not be paid out to Seller.
- c) Regarding Video Looping: It is not allowed to run looping video advertisements. The video ad should only run one time within one video ad request. If the player requests more than one ad request per session Improve Digital will mark this as



invalid or fraud and the amount due to Seller in respect of the Ad Inventory sold by Seller will not be paid out to Seller.

For example: If an in-banner (outstream) video is served on the website Improve Digital will mark this as one session, even when the content inside the video banner is showed more than once to the user.

- d) Regarding Video ad requests: Improve Digital only allows one ad request per play. If the video content allows a pre, mid and post roll the player must send an ad request per position. Every ad request per position will be a request to an unique Improve Digital placement ID. Multiple ad requests per placement ID, per session will be marked by Improve Digital as invalid or fraud and the amount due to Seller in respect of the Ad Inventory sold by Seller will not be paid out to Seller.

- 2.4 Seller ensures that all Sites and/or Ad Inventory will be in compliance and conformity with the local laws and regulations and with any additional policies or specifications in any way provided by Improve digital to Seller.

### **Article 3 Enforcement**

- 3.1 Improve Digital shall have the right to immediately without any notice being required reject Ad Inventory and/or discontinue the collaboration with a Seller, in the event that Seller fails to comply with this Seller Creative Enforcement Ad Quality Policy .