

WideOrbit Platform Policy

Any words following the words 'including', 'include', 'in particular', 'for example' or any similar expression shall be construed as illustrative and shall not limit the sense of the words, description, definition, phrase or term preceding those terms.

Overview

If you use any WideOrbit Inc. (WideOrbit) products or services, you are required to comply with this policy and to block any site or creative that contains content categories unwelcome to brand advertisers or which are otherwise in violation of internet best practice.

If you fail to comply with this policy, without prejudice to its other rights and remedies, WideOrbit may suspend your account; terminate your account; or block particular sites or advertisements (and may do one or more of the foregoing) without prior notice.

In the event that WideOrbit receives a complaint from a third party in respect of any alleged breach of this policy WideOrbit reserves the right to disclose your identity to that complainant.

Brand Safety Policy

For purposes of ensuring, among other things, the quality of the advertising ecosystem, maximizing impression sales and minimizing complaints, WideOrbit retains the right to monitor content displayed or connected to its products and services.

In the event that WideOrbit discovers content that WideOrbit determines to include "Expressly Prohibited Content" or "Brand Negative Content" WideOrbit may, without prejudice to its other rights and remedies, suspend your account; terminate your account; or block particular sites or advertisements (and may do one or more of the foregoing) without prior notice to you.

"Content" includes advertisements; the pages that display those advertisements, landing pages for those advertisements (including any text, pictures, videos or other material on those landing pages), or pages that otherwise contain tags provided by WideOrbit's products and services.

Expressly Prohibited Content: includes the following:

Illegal Content – content relating to, engaging in, promoting or facilitating conduct or acts that violate the laws of any applicable jurisdiction, such as the sale or transfer of banned drugs or explosives, theft of goods or services, online pirating, hacking, spamming, or infecting computer systems;

Infringing Content – content that infringes intellectual property rights (such as by hosting and streaming infringing copyrighted content);

Warez – P2P, torrent sites, illegal music downloads or pirated software;

Spyware/Malware – distribution or promotion of spyware or malware;

Automatic Redirects – traffic generated by redirecting users automatically to domains other than the one they intended to visit; and

Actionable Content – content that breaches any right to publicity or privacy, or content that is false, deceptive, misleading, or threatening.

Brand Negative Content: includes, but is not limited to, the following:

Pornography – sexually explicit material, representations of sexual acts or nudity (including sexual coercion);

Profane Content – excessive or inappropriate use of profane language;

Hate Speech – any speech, writing, or display which may incite violence or prejudicial action against or by a protected individual or group, or which disparages or intimidates a protected individual or group;

Extreme or Explicitly Violent Content – the depiction of especially vivid, brutal and realistic acts of violence or content designed to incite others to acts of violence;

Under Construction Content – sites that are under construction;

Unmoderated UGC – sites that do not have a clear set of posted guidelines on what type of content is acceptable or do not take an active position in reviewing content for compliance with posted guidelines or both, such as forums where users upload video, audio or photographic content that is either user-created or created by a third-party.

Anti-Fraud Policy

WideOrbit aims to keep its traffic free from Traffic Fraud.

Traffic Fraud: means the practice by a Seller or Demand Partner of generating false views, clicks, or visits to a website that may be misleading to a buyer including:

Botnets and other Non-Human Traffic – using bots or other activities to mimic human traffic in order to inflate the number of ad impressions;

Serving Hidden Ads – ad impressions that have little or no chance of being seen by a human user (for example, placing multiple advertisements on top of each other or stuffing advertisements into single pixels);

Domain Masking – sending the wrong referrer domain with the intent of, or being reckless as to, making the buyer believe he or she is buying a domain other than the real one; and

Ad Injections – impressions not served by the target domain, but generated by a program in the user's browser, such as Adware.

Data Collection Policy

You must disclose data collection, sharing and usage which takes place on any site, app, email publication or other property as a consequence of your use of WideOrbit products.

To comply with this disclosure obligation with respect to WideOrbit's use of data, you have the option to display a prominent link to "How WideOrbit uses data when you use our partners' sites or apps."

Interest-Based Advertising (Including Remarketing)

You must not use WideOrbit's products and services in a way which violates the law in your local region. In addition, we retain the right to terminate the relationship with no prior notice if you use the WideOrbit platform in a way which could damage WideOrbit or its clients' reputation. Examples of this sort of activity are collecting or using audience data such as cookie lists, based on:

Past or current activity by users known by you to be under 13 (thirteen) years of age;

Past or current activity by users on sites or apps or areas of sites or apps directed at children under 13 (thirteen) years of age;

Past or current activity by users on adult, gambling, or government agency sites or apps;

Health data, including the medical history, of any person such as from sites or apps that market to a specific health-related group; or

Negative financial status or other detailed information pertaining to a person's finances, such as information indicating that a user has a low credit rating or high debt load.

Identifying Users and User Content

You must not pass any data to WideOrbit which relates to a living individual who can be identified from those data or from those data and other information which is in the possession of, or is likely to come into the possession of, the data controller.

Location Data

You must not pass any information that enables WideOrbit to identify an individual's precise location or house and street level address unless you have first obtained opt-in consent from the individual concerned.