

Content Guidelines

If you, as an advertiser, publisher or third-party partner of LoopMe, choose to use the LoopMe technology, you are required to adhere to the following Content Guidelines (in addition to any other agreements you have entered into with LoopMe, from time to time).

Before using our services, please review these Content Guidelines, and any other policies from time to time, and ensure that you comply with all the elements contained herein.

Note that these Content Guidelines are not exhaustive and may be subject to change without notice, so please be sure to check back here often.

1. Prohibited Content

All types of content, products and services below are strictly prohibited from LoopMe's services.

- **Cryptocurrency:** Cryptocurrency is not allowed.
- **Fake News:** Content that seeks to intentionally deceive the reader into believing something that is not true or that they are reading legitimate editorial content or fact-based news.
- **Firearms and weapons:** Any content related to weapons, ammunition, firearms, gun ranges, paintball guns, guns, air guns, explosives, bombs, knives or weapons of any kind and/or fireworks.
- **Hate speech:** Any content which insults, discriminates, defames or threatens an individual or groups of individuals based upon, including but not limited to, that individual's race, ethnicity, national origin, caste, gender, gender identity, sex, religious affiliation, age, serious disease and/or disability.
- **Illegal activity or legally questionable activity:** Any content which promotes, refers to and/or sells illegal products and services, products or services of questionable legality, violates the privacy rights and any other rights of others and/or that facilitates illegal activity.
- **Intellectual property infringement:** Any content which infringes any third-party intellectual property rights (including but not limited to, the misappropriation of a trademark or logo, distribution of copyrighted material without the express authorisation of the owner and/or sale or promotion of counterfeit goods).
- **Misleading content:** Any content based on fraudulent or deceptive claims. All claims must be substantiated, clear, and accurate.
- **Questionable business opportunities:** Any content which may be or amounts to a ponzi schemes, pyramid schemes, get-rich-quick schemes, free money offers or other similar money-making opportunities.
- **Religious content:** Any content regarding religion or philosophical belief, any ritual of a specific religion, religious agendas and/or events. Content cannot advocate for or promote one religion over another.
- **Sexual, obscene, or pornographic material:** Any content which contains adult, mature, and/or sexually-explicit products and services, gentlemen's clubs, escort services, erotic bookstores, nudity, graphic language, and excessive profanity. Any image, graphic or content that is sexual or pornographic in nature, obscene, includes nudity, sexually suggestive text, images or situations or otherwise uses inappropriate or provocative language.
- **Unsecure content:** Any content which contains adware, spyware, P2P application, malware, spyware, viruses, worms, Trojan horses or other harmful computer code that interferes with or disrupts the integrity or performance of the LoopMe platform and services.

- **Violence & graphic content:** Any content which, in LoopMe's sole discretion, is violent, graphic, objectionable, disrespectful, vulgar or offensive, including images and language.

2. Restricted Content

LoopMe allows content related to the below, provided such content does not fall into one of the above listed Prohibited Categories and that such content meets the additional criteria as set out below:

- **Alcohol:** LoopMe allows content related to alcohol, provided that such content does not:
 - target individuals below the legal drinking age in the respective jurisdiction where such content is displayed;
 - imply that drinking alcohol can improve social, sexual, professional, intellectual or athletic standing;
 - imply that alcohol provides health and therapeutic benefits;
 - portray excessive drinking favourably or featuring binge or competition drinking;
 - show alcohol consumption in conjunction with the operation of a vehicle of any kind, the operation of machinery, or the performance of any task requiring alertness or dexterity; and/or
 - conflict with any applicable federal, state and local laws and regulatory guidelines relating to alcohol in the jurisdiction which the content is displayed.
- **Children and minors:** Any content that specifically targets minor need to comply with all applicable laws and require prior express approval by LoopMe.
- **Dating and personals:** Content must not promote one-night stands, hook-ups, and sexual encounters, infidelity and/or casual sex.
- **Financial services:** Content must comply with any and all guidance provided by financial governing bodies in the jurisdiction in which the content is displayed.
- **Gambling:** Content pertaining to Gambling is prohibited, however Content relating to State run lotteries is acceptable provided that they comply with applicable laws and regulations in relevant jurisdictions.
- **Media and negative earned media:** Direct competitors cannot promote negative earned media content that defames or otherwise compromises an industry competitor without clear disclosure.
- **Medications and healthcare products:** Content relating to Medications and Healthcare products are allowed except for content relating to:
 - recreational drugs;
 - erectile or sexual enhancers;
 - paternity tests;
 - controlled substances such as steroids;
 - anabolic or hormones;
 - any product that claims to have a similar effect to illegal substances, and weight loss drugs that make unrealistic claims;
 - prescription drugs-based content (unless expressly approved by LoopMe); and/or
 - online pharmacies selling medicines either with or without prescription and informative websites related to medicines (except if they are certified as per local applicable regulation and expressly approved by LoopMe).
- **Political:** Political content is content regarding political organisations, candidates, political initiatives and/or events. LoopMe

supports responsible political advertising and requires all political content to comply with the local legal requirements, including campaign and election laws and mandated 'election silence periods' for any geographic areas that they target. All political content and ads must have clear disclosure (i.e., Promoted by [political party]). Political content must not:

- portray false, untrue or misleading political content (LoopMe reserves the right to require substantiation of any factual claims);
 - exclude certain political parties without a legal basis for exclusion;
 - contain inflammatory political content;
 - portray voting or census participation as useless and/or meaningless and advise users not to vote or participate in a census; and/or
 - be paid for directly or indirectly by a non-resident foreign national or entity.
- **Surveys:** If using LoopMe's technology for the purposes of conducting a survey, you are prohibited from collecting the following information:
 - name, email address, address;
 - financial status or account information;
 - racial or ethnic information;
 - health or medical history or information;
 - sexual behaviour or orientation;
 - information about children under the age of 13;
 - political opinions or beliefs;
 - trade union membership; and/or
 - religious or philosophical beliefs.
 - **Tobacco and drugs:**
 - Any content which promotes smoking paraphernalia, e-cigarettes, vaping, tobacco, cigars, tobacco pipes, rolling papers, smokeless tobacco must be expressly approved in writing by LoopMe; and/or
 - Cannabis and CBD related content must comply with the individual State and/or Country restrictions relating to cannabis and CBD.

3. Prohibited Creative content

In addition to the above, advertisers, publishers and/or third-party partners must comply with the following in respect of their content, inventory and/or content displayed on their inventory (including but not limited to advertisements):

- **Windows Dialog or Alert Style:** 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);
- **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);
- **Downloads:** Ads that do not ask the user for permission before initiating any downloads before initiating and downloads/installations/services/fees. This includes Click-to-Call and Click-to-Subscribe ads that do not include an intermediary landing page or other prompt that clearly explains the terms and/or fees associated with the call or subscription;

and/or

- **Operation of network:** Ads which interfere with the operation of LoopMe's network. For example, use that interferes with the normal operation of an end user's device, or otherwise creates a safety or security risk to the LoopMe platform, our customers, or our end users, is prohibited.

4. Enforcement Policy

If you fail to comply with the above Content Guidelines (as amended from time to time), in addition to LoopMe's other rights and remedies, LoopMe reserves the right to suspend your use of the LoopMe technology or terminate any agreements with you from time to time without written notice.

If you have any questions about our Content Guidelines, please contact content@loopme.com.