



AlgoBlueseSea

ALGOBLUESEA DEMAND CONTENT GUIDELINES

Last Revised on: August 17, 2020.

The following Demand Content Guidelines and Best Practice Policy (referred as “Demand Content Guidelines” or “Policy”) set forth standards that govern AlgoBlueseSea’s relationship with its Demand Partners.

These Demand Content Guidelines shall apply to all AlgoBlueseSea Services. Every Demand Partner using the AlgoBlueseSea Services shall abide by these Demand Content Guidelines and shall refrain from serving any content that could be reasonably deemed violative of these Demand Content Guidelines to or via the AlgoBlueseSea Services. For clarity, these Demand Content Guidelines provide listing of prohibited advertisement content by AlgoBlueseSea via its Services and are by no means exhaustive and may not be inclusive of all objectionable or prohibited content. Unless otherwise provided herein, all capitalized terms in these Demand Content Guidelines shall have the same meaning as defined in the AlgoBlueseSea Master Service Agreement. AlgoBlueseSea may make changes

to these Demand Content Guidelines at any time by posting the updated version on its website and reasonably informing Demand Partner (email sufficient) . By continuing to use the AlgoBluesea Services after AlgoBluesea has notified Demand Partner of a new version of, Demand Partner agrees to the updated Demand Content Guidelines.

1) Prohibited Content:

Demand Partners must not use the AlgoBluesea Services for any content that features or promotes any of the following IAB categories or additional AlgoBluesea restrictions:

- **IAB7-28** (Incest/Abuse Support)
- **IAB7-42** (Substance Abuse)
- **IAB17-18** (Hunting/Shooting)
- **IAB24** (Uncategorized)
- **IAB25-1** (Unmoderated User Generated Content)
- **IAB25-2** (Extreme Graphic/Explicit Violence)
- **IAB25-3** (Pornography)
- **IAB25-4** (Profane Content)
- **IAB25-5** (Hate Content)
- **IAB26-1** (Illegal Content)
- **IAB26-2** (Warez)
- **IAB26-3** (Spyware/Malware)
- **IAB26-4** (Copyright Infringement)

- Content or material promoting or containing links that are disparaging to AlgoBluesea
- Content promoting an activity, a product or a service which competes with or is in competition with the activities of AlgoBluesea or its affiliates, or with the products and services offered by AlgoBluesea or its affiliates.

Please refer to the [IAB OpenRTB API Specification 2.5 spec](#) for additional category details.

2) Restricted Content:

Demand Partners may be permitted to feature or promote in its ads the following restricted IAB content categories, provided that Demand Partner ensure that such content complies with all applicable laws, rules, and regulations of the country and jurisdiction in which the content is made available:

- **IAB3-7** (Government, Lotteries)
- **IAB7-5** (Alternative Medicine)
- **IAB8-5** (Cocktails/Beer including alcoholic beverages of any kind)
- **IAB9-7** (Card Games, including: gambling)
- **IAB8-18** (Wine)
- **IAB9-9** (Cigars, including: cigarettes and tobacco products, whether offered online or in physical sales points)
- **IAB11-4** (Politics)
- **IAB13-1** (Beginning Investing)

- **IAB13-2** (Credit/Debt & Loans)
- **IAB13-4** (Financial Planning),
- **IAB13-5** (Hedge Fund)
- **IAB13-6** (Insurance)
- **IAB13-7** (Investing)
- **IAB13-8** (Mutual Funds)
- **IAB13-9** (Options)
- **IAB13-10** (Retirement Planning)
- **IAB13-11** (Stocks)
- **IAB23** (Religion & Spirituality)

3) Technical Requirements and Best Practice:

The following categories of the IAB OpenRTB API Specification 2.5 shall also be prohibited:

- Prohibited Creative Attributes:

(3) Expandable (Automatic)

(8) Pop (e.g., Over, Under, or Upon Exit)

(9) Provocative or Suggestive Imagery

(10) Shaky, Flashing, Flickering, Extreme Animation, Smileys

Ads that include auto-downloads, drive-by downloads without user initiation

Ads that redirect users without their initiation

Ads that contain any type of Malware

- For programmatic buying, demand partner must include the parameters listed below with every bid submitted to AlgoBlueseas

Platforms:

adomain – the top level domain of the advertiser’s landing page.

cid – the advertising demand partner’s campaign ID for the ad served

crid – the advertising demand partner’s creative ID for the ad served

attr – the attribute/s of the ad served for block list checking

cat – the category of the ad served for block list checking

AlgoBlueseas will send the above limitations to its Demand Partners in a bid requests, in accordance with the OpenRTB 2.5 protocol. Demand Partners must respect and comply with these specifications.

4) Content enforcement policy

Any violation of this Policy may result in the suspension or blocking of advertising demand partner’s Ads on the AlgoBlueseas Service or termination of the violating advertising demand partner’s account. For more information or any questions concerning AlgoBlueseas’s Ad Policy, please contact your AlgoBlueseas Account Manager or policy@blueseasx.com.