

Blis Content and Advertising Standards Policy

At Blis, we are responsible for upholding brand safety standards across both our publisher and our advertising partners. We take any violation of these standards extremely seriously. As such, we have set out a collection of Content and Ads Standards Policies below to provide clear expectations. All advertisers must agree to be in compliance with standards set out below for any use of the Blis DSP as an advertising platform, from creative content to targeting strategy.

Blis reserves the right to modify the content of the following policies at any time. We also maintain the right, at our own discretion, to suspend or cancel any campaign that we believe does not adhere to these policies.

1.1 Creative Content and Ad Quality Guidelines

1.2 Prohibited/Restricted Content for Minors

1.3 Sensitive location data policy

1.4 Sensitive advertiser categories restrictions

1.4.1 Prohibited Categories

1.4.2 Restricted Categories

1.4.2.1 Political Advertising Policy

1.4.3. Identity & Discrimination Advertising Policy

1.1 Creative Content and Ad Quality Guidelines

Blis has policies by which all creative content must adhere to. Creatives found in violation of this policy will be removed from the platform, and remain ineligible for media buying across the Blis DSP. **Repeated violation of these policies may result in a strike against offending advertisers**

Below is a listing of reasons creatives may be rejected during the auditing process.

- Creative does not display properly
- Creative improperly rotates through various frames
- Creative has no assigned landing page
- Landing page is only accessible from a mobile device
- Auto Refreshing creative
- Creative/Landing page prompts download
- Creative does not meet minimum standards set out by the IABs LEAN initiative (including the Coalition for Better Ads Standards)
- Creative trafficked through a non-certified adserver

1.2 Prohibited/Restricted Content for Minors

Our platform and services are intended for a general audience and are not directed at minors. Advertisers may not use the Blis DSP to collect data from, target or re-target users **under the age of 16. In the USA, as directed by COPPA regulations this is lowered to the age of 13.**

In addition to this, advertisers may not use the Blis DSP to **knowingly market or promote** the following Prohibited Content for Minors categories products or services to users under the age of 18. Please note that in the USA this age limit increases to the age of 21 depending on the various State laws. Please check with asklegal@blis.com for any guidance:

- **Adult and Sexually Suggestive Content** - intended for adult audiences (*e.g. Lingerie*)
- **Alcohol / Tobacco / Recreational Drugs** - including all products that are regulated or illegal to advertise to children (*eg. Cigarettes or eCigarettes*)
- **Age-Sensitive Media Content** - including movie, video games, TV show and other fictional promotional material (*eg. Films rated 18+*)
- **Dangerous Content** - that is inappropriate for minors or that generally requires adult supervision, such as fireworks, weapons or weapon accessories, offers related to hunting, paintball, etcetera. (*eg. Fireworks*)

- **Gambling** - including both online or real-world gambling, casinos, lotteries or betting. *(Please check various state and country laws for appropriate restrictions). Google has a [useful policy](#)*
- **Aerosol paint or glass etching** - including any product targeted at defacing property
- **Political Ads** - Political ads of any kind
- **Religious Ads** - Religious ads of any kind
- **Dating and Relationships** - Ads for dating services, matchmakers, relationship advice or counselling
- **Health and Wellness** - Offers related to health care and medical issues of all kinds, including reproductive health, substance abuse or recovery, eating disorders, 'miracle cures' and health insurance. Also included are ads related to weight loss, diet and nutrition. *(eg. Birth control)*
- **References to Death** - Offers which touch on death, murder, funerals and natural disasters.
- **Pharmaceuticals and Supplements** - Advertisements for pharmaceuticals or medications, vitamins and nutritional supplements. Including Dietary supplement products
- **Food and Beverage** - Products related to consumable food and drinks, regardless of nutrition content. have specific guidance
 - **HFSS UK** (High fat salt and sugar) These products cannot run on sites where under 16 years make up more than 25% of the audience. Please refer to the Comscore list for details and speak to the DPO or Director of Global Ops & Client Services if in doubt
 - Update: from October 1 2025 we can run brand advertising across all channels, so long as it is targeted to overusers age 16+ Product advertising is permitted on DOOH and Audio. Please speak to asklegal@blis.com and Head of CS for further details

1.3 Sensitive location data policy

We take consumer privacy very seriously, and we know that it is key to our agency and advertiser clients that we continue to uphold this to the highest standard. Where possible, we avoid storing data that could be used to breach a user's privacy. Nonetheless, we acknowledge that the data that Blis processes as a normal part of its operation could in principle be used to analyse data in ways that are invasive. We therefore explicitly choose, by policy, not to do that.

The sensitive data policy defines how Blis, on behalf of our advertisers, is allowed to collect user data from 'sensitive location categories' and use it for personal advertising. Please bear in mind that the below applies in addition to the wider Blis privacy policies for data collection and use and is in line with EU GDPR and UK GDPR 'special category data' regulations. Please note

that we have recently updated our policy in line with the latest [IAB/ICO guidance](#). You can also read further information about the Blis Special Category Data Policy [here](#).

Blis cannot infer, collect, target, profile or share data for any individual, household, or device that falls within the following special categories of data (this includes any categories that could even remotely link to the below categories). Examples of what is allowed and what is not allowed are included.

- **Personal data inferring racial or ethnic origin**
 - **Not allowed:** Targeting or retargeting users seen at racial/ethnically profiled event (*eg. Windrush community events UK, Polish culture centres, National embassies, Refugee camps*). Targeting or retargeting of places that may be used to infer refugee or immigrant status, such as refugee or immigration centres and immigration services
 - **Allowed outside of the UK and EEA:** Targeting or retargeting users seen in particular regions (states, zipcode/postcode areas, DMAs) generally associated with racial or ethnic origin (*eg. Hispanic DMA targeting*). In the USA caution needs to be taken in relation to Fair Lending so please speak to Blis DPO
 - **USA:** regional laws are evolving and being tested. We are evaluating our approach to CPRA, VCDPA, CPA, UCPA and CTPA
- **Personal data inferring political opinions**
 - **Not allowed:** Targeting or retargeting users seen at a specific political rally or demonstration (*eg. A republican or democrat party rally in the US, a Black lives Matter protest*)
 - **Allowed outside of the UK and EEA:** Targeting or retargeting users seen in particular regions (states, zipcode/postcode areas, DMAs) generally associated with political opinions. (*eg. New York State profiled as Democrats*)
- **Personal data inferring religious or philosophical beliefs**
 - **Not allowed:** Targeting or retargeting users seen at any place of worship (*eg. a group of/an individual church/mosque/synagogue*)
 - **Allowed outside of the UK and EEA:** Targeting or retargeting users seen in particular regions (states, zipcode/postcode areas, DMAs) generally associated with religious or philosophical beliefs. (*eg Diwali advertising targeting Hindu areas*)
 - **USA:** regional laws are evolving and being tested. We are evaluating our approach to CPRA, VCDPA, CPA, UCPA and CTPA
- **Personal data inferring health**
 - **Not allowed:** Targeting or retargeting users seen at any hospital or medical/healthcare centre (*eg Hospital building polygon*). We permit targeting around pharmacies due to their broad product base

- **Allowed:** Targeting pharmacies allowed ONLY for non-health campaigns (beauty products, general retail). NOT allowed for health-related targeting that infers medical needs.
- **Allowed outside of the UK, US and EEA:** Targeting or retargeting users seen in particular regions (states, zipcode/postcode areas, DMAs) generally associated with health data.
- **USA:** regional laws are evolving and being tested. However we are currently applying the WMHMDA restrictions across all our US inventory
- **Washington's my health my data act (WMHMDA)** Please reach out to asklegal@blis.com for guidance but the general rule is complete prohibition on targeting, retargeting or geofencing within 2,000 feet of locations that could reasonably indicate a consumer's attempt to acquire or receive health services or supplies. This prohibition applies to any person or entity and has been in effect since July 23, 2023.
 Geofencing is prohibited when used to: (1) identify or track consumers seeking health care services, (2) collect consumer health data, or (3) send notifications, messages, or advertisements related to consumer health data or health care services. please reach out to asklegal@blis.com for guidance but the general rule is no targeting, retargeting or geofencing locations that could reasonably indicate a consumer's attempt to acquire or receive health services or supplies. Please refer to the [US Pharmacy HealthTargeting document](#) for more detail
- **Personal data inferring sex life**
 - **Not allowed:** Targeting or retargeting users seen visiting locations associated with sex life (*eg. sexual health clinic or adult entertainment retailers or locations*)
 - **Allowed outside of the UK and EEA:** Targeting or retargeting users seen in particular regions (states, zipcode/postcode areas, DMAs) generally associated with sex life, however please speak to DPO first.
 - **USA:** *regional laws are evolving and being tested. We are evaluating our approach to CPRA, CPA, and CTPA*
- **Personal data inferring sexual orientation**
 - **Not allowed:** Targeting or retargeting users seen in establishments associated with sexual orientation (*e.g. LGBTQ+ bar*)
 - **Allowed outside of the UK and EEA:** Targeting or retargeting users seen in particular regions (states, zipcode/postcode areas, DMAs) generally associated with sexual orientation (*eg. Soho in London*), however please speak to DPO first..
 - **USA:** *regional laws are evolving and being tested. We are evaluating our approach to CPRA, VCDPA, CPA, UCPA and CTPA*
- **Personal data inferring trade union membership** e.g. rallies
- **Personal data inferring genetics**
- **Biometric data**

- **Personal data inferring criminal offence status** - e.g. prisons, remand centres etc
- **Other locations that are prohibited for the purpose of targeting or retargeting** **include** places primarily intended to be occupied by children under 16, domestic abuse shelters, including rape crisis centers, welfare or homeless shelters and halfway houses, dependency or addiction treatment centers, credit repair, debt services, bankruptcy services, or payday lending institutions However, this is not an exhaustive list so please reach out to the DPO if you have any queries or concerns about targeting

1.4 Sensitive and prohibited advertiser categories restrictions

1.4.1 Prohibited Categories

The following Prohibited Categories policy covers all potential advertising categories that are legally or culturally sensitive and are therefore restricted from running in the Blis DSP. The following sensitive interest categories cannot, under any circumstances, be used by advertisers to target ads to users or promote advertisers' products or services.

- Ads making misleading or deceptive claims
- Adult sexual content
- Counterfeit goods
- Drugs and drug paraphernalia (non pharmaceutical)
- Endangered species products
- Hate content, sensitive topics and violence
- Illegal products and services
- Incentivized clicks and downloads
- Spyware and illegal hacking
- Unauthorized ticket sales
- Weapons and weapons accessories

1.4.2 Restricted Advertising Categories

The following categories of advertiser products or services require more sensitivity and also careful consideration to ensure compliance with local and regional regulations. Please speak to asklegal@blis.com for detailed guidance.

Please follow the stated review process for any advertising campaigns that fall under the following 'Restricted Categories':

- Alcohol content
- Financial services

USA- Clients bear ultimate responsibility for compliance with federal fair lending regulations (FHA, ECOA) and ensuring their advertising does not discriminate based on protected characteristics. We are not equally responsible for policing these guidelines

- Gambling content
- Lotteries content
- Health and pharmaceutical products and services (regulated and legalised)
- Tobacco and tobacco accessories
- Political & governmental campaigning (see separate Political Ads Policy)

Review process: The gambling licence must be provided by the client. All creative content, landing page destinations and desired targeting criteria must be sent through for approval by a committee consisting of:

- Regional Managing Director
- Regional CS Lead
- Data Protection Officer

1.4.2.1 Political Advertising Policy

At Blis, we support responsible political and governmental advertising, and expect all political content to comply with local legal requirements, including campaign and election laws and mandated election 'silence periods', for any geographic areas that they target.

Governmental Ads

Governmental ads are allowed to run. This includes content promoting any incumbent governmental initiatives such as 'Don't Drink and Drive' aimed at raising public awareness of policies.

Please note: we reserve the right to review for discriminatory language or misleading positioning at any time.

Political or Election ads

Political or Election ads are allowed to run in our US, UK and Australian markets. We have a minimum spend for any political or election ads campaigns of \$25,000 per market. Political content includes ads for political organisations, political parties, political issue advocacy or fundraising, and individual candidates and politicians.

Political or Election ads can only infer, collect, target, profile or share data for any individual, household, or device that falls within the following categories or targeting:

- High level geographic or regional targeting (states, zipcode/postcode areas, DMAs). This excludes hyperlocal or geo-fence targeting
- Constituency level targeting in UK e.g. targeting Lewisham East collectively by postcode or swing states in the US

- Age & gender targeting
- Contextual targeting such as: IAB publisher category, sites, & apps lists.

All other types of targeting are **not** allowed for use in election ads. This includes Hyper-local Targeting, Geo-fencing of any type including official offices of party members and civil servants, Re-targeting, Habits to Home Targeting and 3rd Party Audience retargeting (custom uploaded lists of users).

Please note: we reserve the right to review for discriminatory language or misleading positioning at any time.

1.4.3 Identity & Discrimination Advertising Policy

At Blis, we recognise that one's identity and belief systems are extremely personal and complex taking into consideration various factors such history, personal life experiences, geography and diversity of cultural norms. We recognise that often an individual's belief and identity can also be used to segment users based on prior judgements and associations.

We therefore work to ensure that any advertising provides a positive experience for all users. We do this by targeting users based on interests and real-time and historical location behaviours rather than by how they are perceived as a person.

Personalised advertising based on a user's core or inherent self-identity or belief systems is therefore not permitted. The advertisers Blis works with are not allowed to use identity and belief categories to target ads to users or to promote their products or services.

This includes:

- Religious belief - *Personal religious beliefs*
- Marginalised groups - *Membership in a marginalised or vulnerable social group, such as social castes, immigrants or refugees*
- Race and ethnicity- *Personal race or ethnicity*
- Sexual orientation - *Sexual orientation, including lesbian, gay, bisexual, questioning or heterosexual orientation*
- Transgender identification - *Personal identification with a gender different from the gender assigned at birth, or a gender which does not conform to singular male or female identification*
- Trade union membership - *Trade unions and ads that imply knowledge of a user's trade union membership*

Updated: 17th July 2025