

## Pontiac Intelligence Creative Acceptance Policy

Please thoroughly review all Creative Policies before uploading Creative. All Creative units uploaded will be subject to the Pontiac Intelligence creative audit process as well as any additional SSP, publisher, media owner or other creative approval processes that may apply in the acquisition of ad space.

Pontiac Intelligence reserves the right to reject any creative unit at its discretion, and subsequently suspend the account without advanced warning. If your account is suspended, you will be notified in writing and an investigation will take place within three business days. If at any point your ad tags are flagged as malicious, your account balance will be forfeited to Pontiac and will not be refundable.

In addition to Pontiac Intelligence's content policies, certain sellers have additional policies that apply to buyers of those sellers' inventory and certain data providers have additional policies that apply to buyers of those data providers' data. Pontiac Intelligence clients wishing to purchase such inventory or data are responsible for understanding and adhering to any such additional policies. Pontiac shall have no liability or responsibility of any kind if a third-party declines to serve any Ads proposed by a Pontiac user, regardless of whether the ads meet the Pontiac Ad Standards or are approved by Pontiac, and users agree to indemnify and hold harmless Pontiac from any losses arising from a third-party's decision not to serve a user's ads.

### Prohibited Content

The following content is prohibited across all Pontiac products. Any ad unit flagged under one of these categories will be blocked from serving on the platform and may result in account suspension or forfeiture.

- Profanity, Hate Speech or Defamatory Language
- Graphic or excessive violence
- Pornography, Nudity, Obscenities, or other 'Adult' Content
- Inappropriate content (at our discretion)
- Sale of, or instructions for creating, guns, bombs, ammunition, or weapons
- Discussing or promoting sale of federally illegal drugs, including marijuana, illegal pharmaceuticals, and other schedule 1 drugs.
- Malware, privacy and security violations
- Broken Ads or blank creative
- Enabling or Permitting Piracy
- Charging for government forms and services
- Misappropriation of Copyright, Trademark, Trade Secret, or Patent
- Executes or Downloads Files without User Interactions
- Causing degradation of site performance (ex: excessive animation, weight)
- Illegal Material or Content
- Misleading or sensationalized messaging, content, or images
- Pop ups or any ad or landing pages that spawn them.

- Content that intends to, or does, induce user action through misleading appearance or behavior, including, but not limited to, creatives that mimic video players, functional buttons, errors or warnings about viruses, missing codecs, and corrupt disks.
- Displaying fake errors to induce user action, or messaging that implies knowledge of a user's computer or operating system.
- Creatives must not rotate brands or advertisers.
- The landing page must match brand of the advertisement.
- The landing page must contain a privacy policy.

### **Pontiac CTV Platform Creative Policy:**

All creatives uploaded to the CTV platform, and advertiser landing pages when applicable, are subject to the Pontiac audit process. This process may take up to 1 business day and Pontiac reserves the right to deny any creative, even if they are compliant with listed standards and policies. Any ads deemed malicious or inappropriate at Pontiac's discretion will result in your account being suspended.

#### **Ad Tags**

Tags uploaded to the Pontiac platform must not rotate brands or advertisers. Tags may rotate through various ads for the SAME brand, but all creative attributes (size, duration, brand), must be the same for all versions of the creative.

We automatically search each tag for malicious activity (including for malware and other viruses that can be distributed through ad tags), but you are solely responsible for any tags that you upload or any damage that they cause. If at any point your ad tags are flagged as malicious, your account will be suspended pending an investigation and the remaining account balance will be forfeited to Pontiac and will not be refundable.

#### **Publisher Audits**

Certain inventory or deals may require an additional publisher audit for each creative ad unit targeting that inventory. Creatives will not run through Deals that require a publisher audit until they have been approved for this inventory by the publisher and deal provider. For questions regarding the process for these audits, reach out through the Help Center.

Pontiac shall have no liability or responsibility of any kind if a third-party declines to serve any Ads proposed by a Pontiac user, regardless of whether the ads meet the Pontiac Ad Standards or are approved by Pontiac, and users agree to indemnify and hold harmless Pontiac from any losses arising from a third-party's decision not to serve a user's ads.

## Sensitive Categories

The following sensitive categories are allowed on the Pontiac platform, but ads will be restricted to deals, exchanges, and publishers or venues that have explicitly approved this content. Pontiac makes no guarantee that inventory will be available for any of the following categories or that creatives will be approved by SSP or publisher partners. As a platform user, it is your sole responsibility to ensure compliance with all applicable local and national laws, restrictions, or regulations, including licensing and/or registration and targeting requirements in each market where the content is serving.

- Political
- Gambling
- Religion
- Pharma
- Alcohol
- Adult content
- Cannabis, CBD & hemp
- Tobacco vaping & smoking products
- Firearms & weapons

Political and Gambling advertisements will require additional documentation as prompted within the platform.

## Political Creatives

Pontiac Intelligence permits political advertising on CTV platform (advertising relating to elections, ballot initiatives, or political candidates) in the United States, but requires that such advertising comply with applicable law. We also require that you certify certain information about the ads and the political organization that purchased them for certain political advertising on the state or local level, as legally required.

All necessary information must be entered directly into the Pontiac platform. The platform will guide you through a series of questions. The below exemplifies the nature of the information that must be provided, but is subject to change. Failure to supply all applicable information into the platform could prevent your ads from serving.

1. Are you in any way running ads related to an election, ballot initiative, or political candidate in the United States? If yes, please complete a and b below.
  - a. I certify that all such advertising has been paid for, or will be paid for, with funds from financial institutions in the same country and currency where the election, ballot initiative, or campaign for political candidate is being held.
    - i. Yes: \_\_\_\_\_. NO: \_\_\_\_\_
  - b. I am unaware of any portion of the payment being provided by foreign nationals or foreign principals organized under the laws of a foreign country or having their principal place of business in a foreign country.
    - i. I am unaware: \_\_\_\_\_ I can Confirm: \_\_\_\_\_

2. Does your creative include a disclaimer stating who paid for the advertisement and whether it was authorized by the relevant candidate or paid for by an independent expenditure committee?
  - a. Yes: \_\_\_\_\_ If Yes is checked, continue to question 3.
  - b. No: \_\_\_\_\_ , If No is checked, stop here. All creatives of political nature require this disclaimer, so please go back and adjust the creatives to clearly include this disclaimer
  
3. Is your campaign running at the Local/State or Federal Level?
  - a. State/Local \_\_\_\_\_: If checked, continue to question 4.
  - b. Federal \_\_\_\_\_: If only Federal politics are involved, please move to question 5.
  - c. Both \_\_\_\_\_: If Both are involved, move to Question 4.
  
4. Is your State/Local campaign running in California, Illinois, Maryland, Nevada, New Jersey, New Jersey, Virginia, or Washington? If Yes, please Fill out Sections a-g below in full. If No, and you are running at the State/Local level OUTSIDE of one of these states, please complete a-g below with as much information as applicable. If the information cannot be completed fill out the field with N/A.
  - a) **US FEC ID:** \_\_\_\_\_.
  - b) **Organization Name:** \_\_\_\_\_.
  - c) **Address (Address/City/State/Zip):** \_\_\_\_\_.
  - i) \_\_\_\_\_.
  - ii) \_\_\_\_\_.
  - iii) \_\_\_\_\_.
  - d) **Phone Number:** \_\_\_\_\_.
  - e) **Treasurer Name:** \_\_\_\_\_.
  - f) **Subject of the Ad:** \_\_\_\_\_.
  - g) **Method of Payment:** \_\_\_\_\_.
  
5. If your campaign is running at the Federal Level, provide your ID number issued by Federal Elections Committee.
  - a. **US FEC ID:** \_\_\_\_\_.
  
6. Is your campaign being paid for by an Independent Expenditure Committee, as defined as follows: a political committee that makes only independent expenditures; that is, it spends money on political communications that expressly advocate the election or defeat of a clearly identified candidate and does not coordinate with a candidate, a candidate's authorized committee, or an agent of the candidate?
  - a. Yes: \_\_\_\_\_ If yes is checked, AND the campaign being run in New Jersey, or New York State, please attach the separate State Registration Form to the email along with this completed document.
  - b. No: \_\_\_\_\_

### Third-Party Seller Policies

In addition to Pontiac Intelligence's content policies, certain sellers have additional policies that apply to buyers of those sellers' inventory and certain data providers have additional policies that apply to buyers of those data providers' data. Pontiac Intelligence clients wishing to purchase such inventory or

data are responsible for understanding and adhering to any such additional policies. These links to third-party policy documents are offered below as a convenience. However, these links are not guaranteed by Pontiac Intelligence to be up to date or all inclusive. Other policies and Sellers not listed may apply.

- **Magnite:** <https://www.magnite.com/legal/ad-quality-guidelines/>
- **Disney:** <https://www.disneyadvertising.com/mediakit/disneyadguidelines/>
- **Media.net:** <https://www.media.net/ad-quality-policy/>