

Network Content Specifications

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I. General Provisions

1. Purpose

This Specification is developed to guarantee good user experience, ensure authentic and lawful advertising, and protect the legitimate rights and interests of consumers.

2. General Provisions

2.1 All rules of this Specification are set forth in accordance with relevant laws, regulations and administrative decrees of the People’s Republic of China (hereinafter “PRC”), and the risk management requirements of Mintegral, etc.; **advertisers and their agents shall also comply with corresponding regulations of the targeting area when the targeting area is beyond the mainland of the PRC. Please do not hesitate to contact your account manager or contact specified in your contract if there is any question.**

2.2 In accordance with the *Advertising Law of the PRC* and the *Interim Measures for the Administration of Internet Advertising*, internet advertisement publishers and advertising agents shall examine relevant documentations and verify the content of advertisements in accordance with law and administrative decrees. Advertising agents shall not provide services in the designing and production of advertisements and in agency business for advertisements whose contents are not factual or the certification documentations for which are incomplete; and advertisement publishers shall not publish the advertisements thereof. Advertisement publishers and advertising agents shall stop the sending or publishing of illegal advertisements through the public place or information transmission or release platform that it knows or should have known. Mintegral has the right to decide at its own discretion whether the content of advertisements complies with this Specification, and not to publish illegal advertisements accordingly. Mintegral also has the right to, regardless of whether the laws and regulations of the targeting country or region are contrary to this Specification or whether it is expressly permitted to publish the advertisement, decide whether to publish the advertisement.

2.3 After the preliminary review of the advertisement, Mintegral has the right to review the same advertisement again in the subsequent advertising process. Mintegral has the right to take technical or managemental measures such as deleting, blocking or disconnecting the link to the advertisement, etc. if the advertisement is found to be not in compliance with this Specification or laws and regulations.

2.4 Advertisements placed through Mintegral, besides abiding by this Specification, shall abide by the policies or standards of the ad traffic providers Mintegral cooperates with. Mintegral may, subject to the consent of the ad traffic providers Mintegral cooperates with, provide you with their policies or standards in an appropriate manner from time to time.

2.5 Due to the large number of ads and the complexity of the publishing content, Mintegral's review and approval of publishing content shall not be deemed as recognition of Mintegral that the publishing content complies with all the laws, regulations, provisions of this Specification and standards of the traffic provider. **The names of certification documentations and the review criteria of publishing content listed in this Specification are for information**

purposes only and shall not be deemed as legal advice from Mintegral to you.

2.6 Mintegral has the right to update the content of this Specification at any time. If you do not accept the updated content, please stop using the services provided by Mintegral. You will be deemed to agree to comply with the updated content if you continue to use the services provided by Mintegral.

3. Scope of Review

Including but not limited to:

- (1) Review on certification: including license certifying the existence of the advertiser's entity, industrial qualification of the business, and authority qualification;
- (2) Review on publishing content: including advertisement texts, image material, video material, interactive material, link addresses and the authenticity and regularity of landing pages.

II. Review on Certification

1. Advertiser Identity Verification

Depending on the business model, the advertiser is requested to provide different documentation for review, including but not limited to the following:

- (1) Enterprise: scanned copy of the business license or the business registration certificate of registered place.
- (2) Public service unit: scanned copies of the certificate of legal person and organization code certificate.
- (3) Social group: scanned copies of the legal person registration certificate and the organization code certificate.
- (4) Individual industrial: scanned copy of the original business licence and copy of the identity card of the operator (the copy must be stamped with the official seal of the individual business operator or signed by the operator himself or herself).
- (5) Individual: identity documents.

If applicable, all the parties mentioned above shall provide corresponding scanned copy of the Internet Content Provider license (hereinafter "ICP") or a printout of the subject information and website information recorded by ICP administration authority through <http://www.beian.miit.gov.cn> (stamped with the official seal of the website organizer) . The validity period of each certificate provided by the advertiser should cover the period of placing the advertisement and the period of providing the products and services; the business scope listed on the license provided by the owner should cover the business and products to be promoted.

2. Industry Admission and Prohibition

2.1 Prohibited Industries

Prohibited Industries	Specific Content
Pornography, sexuality, vulgarity	Prohibition of relevant goods (sex drugs, sexual health food, sexual health products, sexual tools, sexual clothing, etc.), information and services
Products related to the intimate parts of human body	Including but not limited to intimate-parts products, adult products, pharmaceutical products, disinfection products, books related to private parts of body, e.g. (sanitary napkins, erotic products, gynecological cleansing, hemorrhoid related, private care related information/books, etc.)
Betting and gambling	1. Online/offline casinos
	2. Gaming tools: see-through glasses, cheating tools, etc.
	3. Gambling techniques: gambling, hustling and other publication or books for sale
	4. Gambling games: including but not limited to slots, Texas Hold'em and any other games that can be played with fewer money and win bigger.
	5. Sports betting, lottery
Drugs	Drugs, drug chemicals, drug raw materials, books about drug production, information on drugs, etc.
Medical	1. Infectious Diseases, Dermatology and Venereology, Oncology. Including but not limited to: warts, syphilis, gonorrhoea, chancroid, psoriasis, AIDS, cancer (malignant tumours), epilepsy, hepatitis B, vitiligo, lupus erythematosus, other venereal diseases.
	2. Skin diseases, foot diseases, haemorrhoids, anus diseases, genitourinary diseases
	3. Internal Medicine. Including but not limited to: cardiovasology, neurology, general internal medicine, gastroenterology, respiratory medicine, endocrinology, nephrology, haematology, infectious diseases, geriatrics, rheumatology, dialysis, allergology (allergy, dermatology)
	4. Surgery. Includes but not limited to: general surgery, urology,

neurosurgery, thoracic surgery, plastic surgery (bone cutting), anal surgery, breast surgery, cardiovascular surgery, heart surgery, organ transplantation, minimally invasive surgery, glandular surgery
5. Gynaecology (except obstetrics, prenatal examination), andrology, paediatrics, painless abortion
6. Anesthesiology, Medical Imageology. Including but not limited to: Anaesthesiology, Pain Medicine, Radiology, Diagnostic Ultrasound
7. Prohibit medical advertisements in the name of the military: e.g. "army, PLA, armed police, troops, cadres sanatorium, military doctors", etc. Putian hospitals are prohibited
8. Prohibit disease terminology, e.g. hepatitis B terminology, including HBV, HBsAg HBeAg HBcAb positive, HBsAg HBeAb HBcAb positive, two pairs and a half detection, etc.
9. Aphrodisiac, breast enlargement, private parts related
10. Autism, autism rehabilitation institutions, Internet addiction treatment institutions
11. Vaccines
12. In-vitro fertilization, prenatal gender testing, paternity testing, height prediction
13. Narcotic drugs, psychotropic drugs, toxic drugs, radioactive drugs
14. Clinical trials, psychedelics, trial production drugs and all prescription drugs
15. Bogus drugs and inferior drugs stipulated in the <i>Decree of the State Council of the PRC</i>
16. Addiction treatment medicine and special drugs identified by the health administration department of the State Council
17. Drugs manufactured and trial production drugs without the approval of the health administration
18. Preparations produced by medical units and drugs whose sale and

	use are expressly prohibited by the health administrative department
	19. Medicines without a registered trademark, except for herbal medicine tablets
	20. Prohibit the publication of medical devices involving ultrasonic instruments and radiation medical instruments, nuclear magnetic resonance and other related medical devices
	21. Instructions, boxes and other related products of the above drugs
Guns, explosives, weapons and related products	Guns, weapons, controlled knives and tools, imitation guns, imitation weapons, gun models, explosives, detonators, crossbows, slingshots, steel balls, etc.
Dangerous products	Flammable and explosive, toxic and corrosive chemicals, fireworks, books and videos on the manufacture of explosives, etc.
Security equipment	Security and defence devices including but not limited to electric shock, bright light, tear gas, etc.
Police and military equipment	Military uniforms, military insignia, police uniforms, police insignia, police batons, police lights, police vehicles, police sirens, handcuffs, listening devices, etc.
Controlled knives and tools	Knives and tools that violate the national criteria for the identification of controlled props, such as daggers, three-pronged knives, spring-loaded knives, etc.
Cultural relics and documents	Illegal cultural relics, etc., with the exception of heritage shops with appropriate licenses and auction enterprises operating heritage auctions
Fraudulent certificates and stamps	Forgery of certificates, private seal engraving, etc.
Illegal collecting, philately	CNY, great man avatar commemorative coins, unauthorized, smuggled and counterfeit items, etc.
Feudal superstition	Buddhism talisman, zodiac guardian, religious products, fortune telling, etc.
Illegal publications, film	Homophobic, political, sexually explicit material, reactionary, racist,

and TV episodes	religious publications
Illegal tax avoidance, tax evasion	Goods that have not been subject to normal import procedures, such as smuggled, parallel import goods
Illegal cash out	Collection of provident fund and social security, credit card cash withdrawal, etc.
Satellite TV access	Satellite TV installation, satellite TV receiving equipment, TV pots, satellite pans, TV sticks, etc.
Obstruction of traffic order related	Electronic dogs, flipping license plates, invisible number plates, signal light controllers and other items affecting traffic safety and order, etc.
Game plug-ins	Private server (refers to the establishment of a network server after illegally obtaining the server-side installation program without the authorization of the right holder), plug-in software (made by using computer technology to target one or more online games by changing part of the software program), cheat programs, private server rental, making point cards, plug-ins, etc.
Fraudulent, phishing websites	Fake websites, lottery book websites, etc.
Wildlife under state protection	(1) Wild animals: live individuals, offals, limbs, hides, specimens or other manufactured products of wild animals under national regulations or animals of the world/national protection category, cannot be promoted, such as ivory and tortoiseshell products (2) Wild plants: plants or plant products listed on the World/National List of Protected Plants, or those prohibited by law from being sold,
Products that infringe the intellectual property rights of others	(1) Products infringing trademark or patent : counterfeit and copycat products, etc. (2) Goods that infringe copyright: infringing films and TV dramas, shows, software programs, websites, etc.
Products that violate the privacy of others	(1) Offending devices that may invade the privacy of others, e.g. detectaphone, clandestine cameras, pinhole cameras, message interception (fax interception, SMS interception, phone interception), etc. (2) Products that infringe on the personal information of others,

	including but not limited to directly providing personal information such as mobile phone numbers and email addresses of others, as well as providing software and products used to collect and steal information from others, e.g. phishing websites.
Products that infringe legal rights of others	<p>(1) Products for electricity theft and illegal power saving, such as taking advantage of others' network card, network devices and dialers, etc.</p> <p>(2) Products with unclear deduction items, malicious deduction, hidden deduction procedures and any other circumstances that damage the rights and interests of users, or products containing malicious procedures such as number theft or password theft</p> <p>(3) Others: Fraudulent websites</p>
illegal surrogate behaviour	Surrogacy, surrogate drug testing, examinations, essay writing, payment for violation of regulations, invoicing, purchasing, payment for social security provident fund, etc.
Business services	Illegal network trolls, network pusher, trolls companies, post deletion companies, soft marketing, seal engraving, credentials processing, qualification transfer, commercial instrument transfer, invoice on behalf of others, sale of commercial instrument, credentials attaching, debt collection, credit repair, personal information investigation, business information investigation, illegal cash out (such as agents to withdraw provident funds, social security and credit card cash, etc.)
Part-time recruitment	Taking advantage of others' network, online shop credit manipulation, fraudulent post deletion, Weibo V-mark identification, trolling, excessive posting, fraudulent voting, free network, fraudulent ordering, subscriptions attracting, typing and other online part-time recruitment.
Tobacco	Cigarettes, cigarette cases, labels, e-cigarettes, etc.
Alcohol drink	No trafficking of fake alcohol drink, counterfeit alcohol drink, alcoholic products from small workshops without state qualification, etc. All distributors and alcohol saling platforms must not sell alcohol at prices lower than the market price.
Business attracting and franchising	Betel nut investment, medical investment (pharmaceuticals, medical devices, medical institutions, rehabilitation institutions, etc.), online cards or board game category, micro business merchants join

Life Services	Medical waste recycling, door-to-door massage, chess and card house related
Category II e-commerce (single product sales)	Gold, silver and jade jewellery
Education	Subject training courses for compulsory education; training courses for preschoolers; financial training; educational institutions for success and wealth; content for Internet addiction cessation, autism, early rebellion; sex education for teenagers; emotional intelligence training, memory training, concentration training, medical/pharmacist training, etc.
Special food/medicine	High value drugs (including but not limited to ginseng, deer antler, American ginseng, pearls (edible pearls), etc.); medicinal food and drugs special purpose (including but not limited to saffron, deer whip, etc.); carcinogens: betel nut, etc.
Others	Other industry advertisements or services that violate laws, regulations and social ethics: (1) Surrogacy, drug testing and fetal sex determination services. (2) Human organs, human remains. (3) Advertisements introducing various techniques that can be used in crime, such as car decoders, master keys, special drugs for anaesthesia, etc.

2.2 Restricted Industries

Depending on the industry in which the product is promoted, advertisers are required to provide the following licenses respectively for review and approval before publishing.

Categories	Subcategories	Corresponding qualifications
Internet Services	Games	Computer Software Copyright Certificate ; for games with internal purchase, the ISBN must be provided.
	Part-time jobs	Talent Agency Licence or Human Resources Services Qualification Certificate
	Mobile phone bill recharge (main function)	Operating licence issued by the State or cooperation's agreement with the operator (either one)

	E-reading	Internet Culture Business Permit or Online Publishing Service License or proof of relevant content cooperation, together with the relevant license of the partner
	Map navigation	Certificate of Competence in Surveying and Mapping
	Live streaming	<ol style="list-style-type: none"> 1. Internet Culture Business Permit (the scope of operation must include live broadcast). 2. When involving such live content as military, politics, sports, etc., please provide the License for Publication of Audio-Visual Programs.
	Film and Video	<ol style="list-style-type: none"> 1. The License for Publication of Audio-Visual Programs and the ICP 2. When involving self-produced variety shows or self-produced dramas in the video websites, please provide the Radio and TV Program Production and Business Operation License.
	Online Ride-Hailing Services.	the Ride-hailing Business License and the ICP
	<p>Remarks:</p> <ol style="list-style-type: none"> 1. Entities providing non-operational Internet information services need to provide the archival registration form of the ICP record in local communication administration. 2. Entities providing for-operational Internet information services need to provide the ICP 	
Real Estate & Home Service	Real Estate Agents	Certificate of Filing of Real Estate Brokerage Enterprise or Certificate of Filing of Real Estate Brokerage Agency
	Real estate selling	<ol style="list-style-type: none"> 1. Qualification Certificate for Real Estate Development Enterprise or Construction Project Planning Permit or Construction Permit or Land Use Certificates for State Owned Land 2. Advance sales of commercial houses: License for the Advance Sale 3. Spot sales of commercial houses: proof of record of the sale of commercial houses and proof of completion and acceptance

		of the project
	Real estate platform	the Value-Added Telecommunications Business Permit
	Housing rental	Advertisers need to meet the qualification requirements of estate agent
	Real Estate Valuation Agency	<ol style="list-style-type: none"> 1. The name of the organization in the Business Licence has the words of “real estate valuation” or “real estate appraisal” 2. Qualification certificate of real estate valuation agency
	Overseas properties	<ol style="list-style-type: none"> 1. Advertisers must meet the qualification requirements of property developers or real estate agents 2. Project authorization is required for real estate agents 3. The advertiser must be a domestic intermediary (providing services to domestic buyers), or a domestic developer
	Property Management	<ol style="list-style-type: none"> 1. Provide Business Licence to verify the scope of business 2. Provide the Qualification Certificate of the realty service enterprises or the entity’s business scope covers relevant business
	Home Improvement	<ol style="list-style-type: none"> 1. Provide Business License to verify the scope of business (If power tools are involved, then the China Compulsory Product Certification (3C certificate) should be provided) 2. Home improvement: business licence including interior decoration qualification <p>Non-home improvement: business licence including building improvement qualification</p> <p>Decoration design involved: business licence must include decoration design content</p>
Travel Accommodation	Travel Agency	Business Permit for Travel Agencies
	Air ticket agency sales	Certificate of Accreditation of China Civil Air Transport Sales Agency Business issued by China Air Transport Association
	Train Ticketing	<ol style="list-style-type: none"> 1. Provide Business License to verify the scope of business 2. Check the proxy sale contract with the railway department

		(for direct proxy sales)
	Travel Ticketing	1. Provide Business License to verify the scope of business 2. License of distribution of attraction tickets
	Attractions and scenic spots	1. No special requirements for general scenic spots (domestic or overseas) 2. Entertainment venue must provide Entertainment venue operation license
	Online platforms	the Value-Added Telecommunications Business Permit
	Air/Cruise Travel	Business License of Public Air Transportation Enterprises / Waterway Transport License
	Hotel accommodation	1. Sanitary Permit of Public Place. 2. In the case of catering involved, Catering Service License should be provided
	Rural tourism	Catering Service License. In the case of accommodation involved, Sanitary Permit of Public Place should be provided.
	Public Institution Promotion	Legal Person Certificate of Public Institution
	Personal Travelogue	Individual authorization
Education	Overseas Education involving immigration agents	Verify the scope of business, check the immigration-related affairs and provide Operational Permit of Intermediary Institution for the Exit and Entry for Private Purposes; If the business involves overseas employment intermediary, the License for Intermediary Activities for Overseas Employment is required
	Study Abroad Agencies	Certificate of Intermediary Service for Self-supported Study Abroad
	Public / Private Education	License for running non-state-operated education or license to operate a private school or license to operate private vocational

	Institutions	training
	Training institutions	<p>Description: Early education, talent training, language training, academic training</p> <ol style="list-style-type: none"> 1. Provide Business Licence to verify the scope of business, i.e. containing education consultancy, education training, investment in education projects or training and other related businesses. 2. In the case of involving issuance of academic certificates, the required license include the School License or the cooperation agreement or authorization letter signed with the educational institution carrying such license or the Private School License or Private Vocational Training License
	Noon nursery	<ol style="list-style-type: none"> 1. Scope of Business on the Business License must cover the main business of safety control, classroom coaching, catering, parent-child classes, etc. 2. License of Health Permit (this permit is required for catering) 3. License of Fire Administration Permit 4. Proof of place of business 5. Custodial class staff need to obtain relevant qualifications
	Tattoo Training	<ol style="list-style-type: none"> 1. Business Licence with clear business scope involving training 2. Provide 3 or more practicing certificates of lecturers of correspondent medical profession (required to be traceable through the Health and Welfare Commission)
E-commerce	Integrated e-commerce platforms	<ol style="list-style-type: none"> 1. the Value-Added Telecommunications Business Permit 2. If there is any third party merchant settled in, and the platform is a non-self-operated e-commerce APP/platform, in addition to the ICP license, the EDI license (value-added telecommunications business license - online data processing and transaction processing business) is also required
	Rebate platforms	<ol style="list-style-type: none"> 1. If the website itself is involved in online sales, it should provide the value-added telecommunication business license or related authorization, ICP license and proof of cooperation with major e-commerce companies 2. If the website itself is not involved in online sales, but only

		<p>serves as a shopping guide platform for major e-commerce companies, then proof of cooperation with major e-commerce companies should be provided</p> <p>3. No personal promotion of rebate related content is accepted</p>
	Coupons	<p>Proof of authorization by or cooperation agreement with e-commerce platforms such as Taobao and Tmall</p>
	Online Instalment Mall	<p>1. the Value-Added Telecommunications Business Permit</p> <p>2. Proof of cooperation with bank installment business</p>
	Medical category (APP)	<p>1. Electronic products selling pharmaceuticals need to provide: Internet Pharmaceutical Transaction Service Qualification Certificate / Pharmaceutical Business License / Pharmaceutical Production License</p> <p>2. Entities selling medical equipment e-commerce products need to provide the Production Permit for Medical Devices or the Business Permit for Medical Devices</p> <p>3. Website only serves as the display platform of drugs and medical devices should provide the Qualification Certificate for Drug Information Services</p> <p>4. Only products within APP download category are supported here</p>
	Category II e-commerce (single product sales)	<p>1. Provide industry qualifications according to the industry in which the single product is categorized (e.g. for those selling food, food-related industry qualifications are required).</p> <p>2. Electronic products involved: Product Quality Certificate</p> <p>3. Domestic and foreign famous brands products: relevant Proof of Cooperation.</p> <p>4. With regards to branded products, in the case of trademarks need to be provided, the trademark owner (not advertisers) needs to submit its authorization.</p> <p>5. For those who provide special products and equipment, such as water dispensers, water heaters, large electrical appliances, etc., 3C certification is required.</p> <p>The enquiry channel: http://cx.cnca.cn/</p> <p>Compulsory Certification Catalogue:</p>

		<p>http://www.cnca.gov.cn/cnca/rdht/qzxcprz/rzml/36247.shtml</p> <p>6. the second-class e-commerce does not include high imitation, A class goods, B class goods, pirated products, prohibited products, etc.</p> <p>7. It is necessary to provide proof of direct authorization from the brand distributor for luxury goods, and the authorization information must be verifiable through the official website of the brand holder in China.</p> <p>8. Jewellery category products (non-gold and silver jewellery category) need to supported by quality inspection report and sample of the corresponding materials</p>
Collections	Stamp Collection	Advertised by banks and post offices only
	Commemorative Coins	<p>1. Provide the announcement document of the People's Bank of China agreeing to issue the commemorative coin and indicate the website where the document is publicized.</p> <p>2. Only registered banks, China National Gold Coin Corporation and subsidiaries of China National Gold Coin Corporation are allowed to advertise.</p> <p>3. The commemorative coin material must not be of an inflated price and the advertisement must not imply a doubling on price after purchasing.</p>
	Handmade crafts	<p>1. Provide authorization from the author</p> <p>2. Identification Certificate or Quality Inspection Report is required for special materials</p> <p>3. No special subjects may be involved. if so, relevant permits must be provided.</p>
	Special material accessories	<p>1. Quality Assurance Certificate provided by the National Jewellery and Jade Quality Inspection Centre (for the product grade of jewellery and jade)</p> <p>2. Imported jewellery should be provided with a Certificate of Inspection and Quarantine of Goods Entering the People's</p>

		<p>Republic of China</p> <p>3. Only allowed to be advertised by Offline shop</p>
	Cultural Artifact Business	Heritage Business Licence
	Cultural Artifact Auctions	Heritage Business Licence or Heritage Auction Licence
	Sales of reproductions of cultural artifacts	Licence for the Sale of Replicas of Cultural Objects
	Cultural Artifacts shops (buying, selling and selling of cultural artifacts)	Need to obtain documents approving the establishment of the entity from the provincial heritage administration
	General Auction	<p>1. Description: modern art, jewellery, paintings, jade, luxury goods, land, vehicles houses, etc.</p> <p>2. Auction Licence</p>
	Judicial auction platforms	Proof of having been entered into the judicial auction pool
Communication Services	Telecom operators	Permit for Operation of Telecommunication Business (Basic Telecommunications Business License or Value-added Telecommunications Business License or Internet Access Service Business License)
	Ringtone Mobile Card (Agent)	Cooperation agreements with telecom operators
	Game top-ups	Provide a partnership agreement with the operator, or the agreement between the operator of the website or application referred by the advertiser and the operator
	Value Added Services and Cloud Services	<p>1. Value-added Telecommunications Business License</p> <p>2. The case of group sending SMS, the cooperation agreement with the operator must be provided</p>

	Communication equipment/IT services	China Compulsory Product Certification (3C Certificate)
Business Services	Law Firm	Practice Licence of Law Firm
	Judicial expertise institution	Judicial Appraisal License issued by the judicial administrative department at or above the provincial level
	Notarization	Notarial Practice Certificate
	Legal Advising Platform	3 copies of the lawyer's Certificate of Admission to the Bar for individual lawyers or the Law firm's Practice Licence and proof of cooperation for law firms
	Qualifications applying services	<ol style="list-style-type: none"> 1. Provide Business License for the check of scope of business 2. In the case involving commodity inspection and customs clearance, advertiser shall provide entry-exit inspection and quarantine inspection enterprise record form 3. In the case involving patent agency, the advertiser must provide Patent Agency Practice License
	Advisory Services	Provide Business License for the check of scope of business, which must include management consulting, business information consulting and other related contents
	Printing	Printing Business Licence
	Artists brokerage	<ol style="list-style-type: none"> 1. Provide Business Licence, the content of which must include acting agency, literary creation, performance agency services, artist agency and other related contents 2. For-profit Performance Business Licence
	Entertainment Ticketing	<ol style="list-style-type: none"> 1. Business Licence 2. The For-profit Performance Business Licence of corresponding performance and the ticket sales agency contract
	Accounting firm	Accounting Firms Practice Certificate
Certification	Certificate of Approval for Accreditation Bodies	

	category	
	Environmental Reviews	Qualification of Assessing Environmental Impact of Construction Projects
Life Services	Courier logistics	Express Service License/Road Transportation License
	Engraving of seals	The business scope contains engraving, engraving official seal, engraving services, seal engraving related business
	Locksmithing	Special Trade Permit (the scope of business in the Permit expressly contains locksmithing) or Locksmithing Service License or Locksmithing Service Card or Certificate of Registration of Locksmithing Industry, and the proof of registering with Public Security Bureau
	Marriage Agency	<ol style="list-style-type: none"> 1. For-profit marriage agency, Business License must be provided, and the business scope must cover marriage services or matchmaking services 2. Non-profit marriage agency, the License of Private Non-profit Enterprise must be provided. 3. Entities registered in Chengdu and Xinjiang must provide the Marriage Introduction Service License
	Housekeeping	Business Licence, the scope of business must include the scope of business related to domestic services
	Zoos, botanical gardens	<ol style="list-style-type: none"> 1. Operating Permission License 2. In the case involving precious protected animals or plants, more than 1 official registration information must be provided
	Internet Café	Permit for Cyber Culture Business Operations
	High-risk sports	<ol style="list-style-type: none"> 1. Permit for High-Risk Sports. High-risk sports include (the first list published by the General Administration of Sports): swimming (specifically swimming activities in swimming pools, swimming halls and other artificial places, excluding open water area swimming), alpine skiing, freestyle skiing, snowboarding, diving and rock climbing 2. Check of the scope of business license was needed, which may include: skiing, climbing, swimming, diving, sports

	information consulting 3. Swimming pools (halls): License of Public Health Permission for Public Areas is required
Shooting places	1. License of Approval of for-profit shooting ranges business 2. Provide the Civilian Firearms Possession Certificate issued by provincial public security 3. The above qualifications are required for both live ammunition and paintball
Gym	Provide Business Licence for the check of the scope of business
Entertainment venues	1. Description: KTV, bar, bowling alley, billiard hall, roller skating, party hall, etc. 2. The License of Health Permission 3. Entertainment Business License
Wellness Clubs	Wellness clubs that only cater to men are not accepted 1. Photos of specific offline shops, and screenshots of the backstage of Meituan/MassDianping/Koubei must be provided 2. Sanitary Permit and Tax Registration Certificate and Fire Protection Security License 3. Health certificates for at least three technicians 5. The content needs to be strictly controlled and no skin-breaking medical services is allowed.
Musical instruments, toy models	Provide Business Licence for the check of the scope of business
Hairdressers, nail salons	Sanitary Permit of Public Place
Pet Shop	1. Animal Epidemic Disease Prevention Compliance Certificate 2. In the case involving imported pets, relevant national laws and regulations must be complied (for example, no wild and endangered species is allowed to be involved)

	Maintenance category	Provide Business Licence for the check of the scope of business
	Recycling of renewable resources	<ol style="list-style-type: none"> 1. The Business Licence must contain the relevant business scope 2. Renewable Resources Business License 3. Special Trade Permit 4. Licence of Acquisition of Scrap Metal for Production
	Card Voucher Offer	Proof of cooperation with relevant businesses
	Cosmetology (no such skin-breaking categories as micropigmentation is allowed)	<ol style="list-style-type: none"> 1. Brand customers <ol style="list-style-type: none"> (1) Health Permit and Tax Registration Certificate and Fire Protection Security License (2) Have more than 100 chain shops or franchises nationwide, with good brand reputation and no negative news (3) Such customers are allowed to utilize brand promotion and chain shop promotion 2. Store type customers <ol style="list-style-type: none"> (1) With photos of specific offline shops (2) Sanitary Permit and Tax Registration Certificate and Fire Protection Security License (3) The corresponding practitioners need to have relevant health certificates. Certificates for at least three beauty therapists are required. (4) Has a good reputation and has no negative record in the local area
Medical Services	Medical institutions	<ol style="list-style-type: none"> 1. Practicing License for a Medical Institution 2. Examination Certificate for Medical Advertisements (to verify whether the content of the advertisement is consistent with the certificate of examination and whether it is within the validity period) 3. Form of Finished Medical Advertisement Sample. There must be a sample of the finished advertisement and matches the finished advertisement

	<p>Medical devices</p>	<p>1. Class I: Class I Medical Device Filing Certificate + Class I Medical Device Production Filing Certificate + Medical Device Advertising Review Form</p> <p>2. Category II</p> <p>① Medical Device Production License / Certificate of Registration of Class II Medical Device Production</p> <p>② Certificate of Registration of Class II Medical Device Business</p> <p>③ Medical Device Advertisement Review Form</p> <p>3. Class III: Medical Device Manufacturing License + Medical Device Business License + Medical Device Advertising Review Form</p>
	<p>Cosmetic Surgery Hospital</p>	<p>1. Description: involved in medical micro-plastic surgery, including: embroidery, laser scar removal, face slimming injection, orthodontics, vision correction, double eyelids, canthus cutting, injection categories, hyaluronic acid, Botox, whitening injection, thread sculpture, hydrophobic injection. However, advertisement involving large surgery includes but not limited to breast augmentation, rhinoplasty and implants that seriously affect the appearance cannot be placed.</p> <p>2. Meet at least one of the following three situations: ① national chain brand, cosmetic surgery hospital, excellent qualifications, strong brand strength, such as Mirai plastic surgery, Imel plastic surgery, etc.; ② local well-known brand (have a cooperative relationship with public AAA hospitals, and good local reputation); ③ qualified as a provincial medical insurance designated unit</p> <p>3. Registered Capital no less than 3 million</p> <p>4. Practicing License for a Medical Institution</p> <p>5. Examination Certificate for Medical Advertisements</p> <p>6. Form of Finished Medical Advertisement Sample. There must be a sample of the finished advertisement and matches the finished advertisement</p> <p>7. Provide Medical Practitioner's License or Medical Aesthetic Attending Physician's Professional Qualification License of at least 3 surgeries.</p>

	<p>High-end maternity care and childcare</p>	<ol style="list-style-type: none"> 1. Description: Highly positioned, highly priced, high standard maternity hospital, menstrual centre, etc., except gynaecological hospitals. 2. Provide the Practice Certificate of at least 3 physicians with the title of associate chief physician or above 3. Form of Examination Certificate for Medical Advertisements and the corresponding Sample of Finished Advertisement, and no major medical incidents 4. If medical treatment is involved, a Practicing License for a Medical Institution is required.
	<p>Medical Examination Centre</p>	<ol style="list-style-type: none"> 1. Practicing License for a Medical Institution 2. Examination Certificate for Medical Advertisements 3. Form of Finished Medical Advertisement Sample. There must be a sample of the finished advertisement and the sample matches the finished advertisement. 4. If the Advertising promotion involves special departments, the corresponding qualifications must be submitted. For example, in cases related to radiology the advertiser needs to submit the radiology license. 5. Overseas medical check-ups/births is not allowed.
	<p>Mental Health</p>	<ol style="list-style-type: none"> 1. Practicing License for a Medical Institution 2. Examination Certificate for Medical Advertisements 3. Form of Finished Medical Advertisement Sample
	<p>Veterinary veterinary medicine</p>	<ol style="list-style-type: none"> 1. Production/ Business Permit for Veterinary Drugs or relevant approval documents 2. Examination Certificate for Veterinary Drug Advertisements 3. The Animal Treatment License is also required for treatment involving animal diseases 4. No foreign veterinary drugs are accepted for the time being
	<p>Pharmaceuticals</p>	<ol style="list-style-type: none"> 1. Pharmaceutical Production License 2. Pharmaceutical Business License

		<p>3. Examination Certificate for Pharmaceutical Advertisements</p> <p>4. Customers for online drug information display, not involving sales, need to submit the Qualification Certificate for Drug Information Services over the Internet</p> <p>5. If the client is an online drug trading platform, then it is required to submit the Qualification Certificate for Drug Trade Services over the Internet</p> <p>6. Imported drugs must provide Drug Import Registration Certificate</p>
	Disinfection products	<p>1. Product name and packaging information must reflect production information</p> <p>2. Sanitation License of Disinfection Product Manufacturer</p> <p>3. Product information is verifiable through the national disinfection products online information service platform</p> <p>Site: https://credit.jdzx.net.cn/xdcp/loginPage.do?vsite=</p>
	Health Care Products (Mugwort Patch)	<p>1. Product name and packaging information must reflect production information</p> <p>2. Meet one of the two requirements. ① Product Registration Certificate issued by local health care department/association; ② Product test report, report number should be verifiable through site:</p> <p>http://cx.cnca.cn/CertECloud/qts/qts/qtsPage</p>
	Pharmaceutical production	<p>1. Pharmaceutical Production License</p> <p>2. For promotion of certain specific drugs, the advertiser need to provide ① list of drugs ②Form of Examination Certificate for Drug Advertisements of the above mentioned list.</p>
	Prosthetic production and assembly	Certificate of Eligibility for the Manufacture and Assembly of Prosthetic and Orthotic Appliances (Assistive Devices)
	Online Medical Consultation Platform	<p>1. Practicing License for a Medical Institution</p> <p>2. Review Consent on Internet Medical and Health Information Services</p>

Cosmetics	Non-special purpose cosmetics	<ol style="list-style-type: none"> 1. Product packaging information. 2. Cosmetics Production License; non-manufacturing enterprises need to supplement the contract of substitute production or proof of franchise relation between the advertiser and the actual manufacturer. 3. Domestic Non-special Use Cosmetics Registration (verifiable through: http://125.35.6.80:8080/ftba/fw.jsp), and the registration information does not marked as "ordered to correct" or "not filed". 4. Imported non-special use cosmetics: Imported Non-special Use Cosmetics Registration Certificate or Imported Cosmetics Hygienic Permit or approval number, etc.
	Special purpose cosmetics (hair care, hair colouring, perming, hair removal, weight loss, deodorisation, spot removal, sun protection, bodybuilding, etc.)	<ol style="list-style-type: none"> 1. Product packaging information. 2. Cosmetic Production License; non-manufacturing enterprises need to supplement the contract of substitute production or proof of franchise relation between the advertiser and the actual manufacturer. 3. Domestic Special Use Cosmetics License 4. Imported special use cosmetics: Administrative License for Imported Special Use Cosmetics or Hygienic License for Imported Cosmetics or approval number, etc. <p>Note: Breast enlargement and breast beauty are not acceptable for the time being.</p>
Food	Packaged Food & Beverage	<ol style="list-style-type: none"> 1. Food packaging, QS code/SC code required. 2. Food Production License, non-advertiser manufacturer please provide proof of franchiser etc. 3. Food Business License 4. For diverse food products please provide the list of products 5. In the case involving imported food products the advertiser need to provide the Customs Declaration and the Inspection and Quarantine Certificate 6. Imported dairy products: Raw milk, raw milk products, bus pasteurized milk must provide the People's Republic of China Import Animal and Plant Quarantine License + must provide the exporting country or government issued hygienic certificate + must provide the AQSIQ registration information of the

		overseas dairy products enterprises.
	Bulk food	<ol style="list-style-type: none"> 1. Provide Business License for the check of the scope of business, which should cover food. 2. Food Business License 3. Products of the same origin as medicine and food must not be advertised as having medicinal effects
	Liquor	<ol style="list-style-type: none"> 1. The advertiser's Food Business Licence or Liquor Wholesale Licence or Liquor Retail Licence (according to their type: manufacturer, retailer or wholesaler) 2. One of the following License. Food Production License (including alcohol) or Liquor Production License or National Industrial Products Production License (including alcohol); Advertisers who are not manufacturers shall submit proof of franchiser. 3. The Test Certificate issued by the food quality inspection agency approved by the national regulations and of provincial municipalities level or above . 4. Advertisements for liquors produced overseas must provide the Imported Food Hygienic Certificate or Imported Food Labeling Examination Certificate or other import inspection and quarantine certificates, etc.
	Food outlets and shops	Food Business Licence
	Catering Services	Food Production Licence or Food Business Licence or Food Circulation Licence or Food Service Licence
	Internet catering services	<ol style="list-style-type: none"> 1. the third-party platform of internet catering services should provide the record information registered with the local provincial food and drug supervision and administration department. 2. Self-built website catering services: provide the record information registered with the drug supervision and administration department of the local county, while meeting the above "catering service" criteria.
	Halal food	Halal Food Production and Business License or related

	documents
Salt	Salt Wholesale License (provincial salt wholesalers may sell salt across provinces and sub-provincial salt wholesalers may sell salt within their provinces)
Domestic produced fresh fruit and vegetables	<ol style="list-style-type: none"> 1. Certificate of hygiene and quarantine of agricultural products within the last year (e.g. test report, pesticide residue test report) 2. Franchiser must also submit the acquisition contract or franchise authorization
Fresh Aquatic Products	<ol style="list-style-type: none"> 1. The purchase contract or franchise authorization; if the seller is dealing with live crab products (including hairy crabs, green crabs, etc.), the water breeding lease contract must be submitted. In the case of Yangcheng Lake hairy crabs, a certificate of geographical indication or a certificate of franchise for protected products of geographical origin is also required 2. Test report within the last year
Raw egg products	<ol style="list-style-type: none"> 1. If it is self-produced-and-sold product, it is necessary to provide Certificate of Conformity for Animal Epidemic Prevention and Certificate of Animal Inspection and Quarantine 2. Franchiser should provide the supplier's Certificate of Conformity for Animal Epidemic Prevention, Certificate of Animal Inspection and Quarantine, purchase contract or franchise authorization. 3. Test report within the last year
Fresh meat products	<ol style="list-style-type: none"> 1. If the meats are self-produced -and-sold products, the seller's Certificate of Conformity for Animal Epidemic Prevention, Certificate of Animal Inspection and Quarantine should be provided; In the case of pork products, the seller's Certificate of Designated Pig Slaughter should be provided 2. Dealer must provide the purchase contract or authorization, the supplier's Certificate of Designated Pig Slaughter (for pork products only), Certificate of Conformity for Animal Epidemic Prevention and Certificate of Animal Quarantine Conformity. 3. Test report within the last year
Fresh Fish Card	<ol style="list-style-type: none"> 1. The business scope on the business licence of the issuer and

	Vouchers	<p>the authorized supplier must cover aquatic products.</p> <p>2. Must provide the documentary proof of registration of single-use prepaid card from the cards issuer.</p> <p>3. A list of card-selling companies containing the settled merchant (card-selling unit) and a letter of commitment submitted by the card-issuing company to the filing authority (If the settled merchant is the card-issuing party, then it is not required to provide this document.)</p> <p>4. Certificate of running aquaculture business/ Proof of supply channel (e.g. authorization)</p> <p>5. Quality testing report of aquatic products</p> <p>6. Special requirements for hairy crab vouchers: a certificate of franchise for protected products of geographical origin of Yangcheng Lake hairy crabs held by the trademark owner/gift voucher issuer.</p>
	Imported fresh product	<p>1. Customs Declaration and Entry-Exit Inspection and Quarantine Certificate: the Customs declaration of imported goods of the People's Republic of China within the past year and the Entry-Exit Inspection and Quarantine Certificate or Entry-Exit Inspection and Quarantine Health Certificate of the same batch (judged by the contract number) of goods within the past year, the Customs Declaration should show the corresponding brand name, and the name of the goods.</p> <p>2. Agreement on the import by agency: If the business entity or the consignee on the customs declaration is not in the chain of authorization, it is necessary to provide the authorization for commissioning customs declaration.</p>
	Food products claiming Green Food certification	Green Food Certificate
	Agricultural products marking origins	Certificate of Registration of Geographical Indications for Agricultural Products
	Produce claiming to be certified as	Certificate of Pollution Free Agricultural Products

	pollution-free	
	Food products claiming to be certified organic	Certificate of Organic Product Certification
	Dietary Supplements	<p>1. Quality Standards, instructions, labels and actual packaging used for health food products (i.e. reflecting the blue-cap logo)</p> <p>2. Dietary Supplements Approval Certificate/ Dietary Supplements Registration Certificate and stamped copies of the documents (with the batch number following the prefixes of “国食健字” or “卫食健字”)</p> <p>3. The screenshot of the query page of the dietary supplements product information in the Food and Drug Administration record, the screenshot should contain the whole query results page</p> <p>(site:http://app1.sfda.gov.cn/datasearch/face3/base.jsp?tableId=30&tableName=TABLE30&title=%B9%FA%B2%FA%B1%A3%BD%A1%CA%B3%C6%B7&bcId=118103385532690845640177699192)</p> <p>4. Dietary Supplements Advertisement Examination Form/approved document number of the dietary supplements advertisement (within the validity period), sample (sample film, sample tape) and electronic text consistent with the publishing content.</p> <p>5. Screenshot of the electronic examination and registration voucher of the dietary supplements advertisement,</p> <p>(query site: http://app1.sfda.gov.cn/datasearch/face3/base.jsp?tableId=29&tableName=TABLE29&title=%B1%A3%BD%A1%CA%B3%C6%B7%B9%E3%B8%E6&bcId=118715670261084477325919722365)</p> <p>the screenshot includes the specific query result page (must include the dietary supplements advertisement approval document number) and all the advertisement release details chart. (Ensure that the applicant of the dietary supplements advertisement is the advertiser in the detail chart).</p> <p>6. Food Business License (officially launched after 1 October 2015) or Food Circulation License (before 1 October 2015 and within the validity period)</p> <p>7. Business License or other documentary proof of the</p>

		<p>applicant's entity qualification. (The License should be marked as "in accordance with the original" and stamped with the official seal. Ensure that the company is not on the list of enterprises operating abnormally and the sold goods are within the scope of business license)</p> <p>8. The original or stamped copy of the Food Production License or Sanitary License of the dietary supplements manufacturer (new certificates stop being issued since 2009, the original certificate can be used within the validity period)</p> <p>9. For the publication of imported dietary supplement advertisements, if the registration affairs are handled by the permanent representative office of the overseas registration applicant in China, the Registration Certificate of the Permanent Representative Office of Foreign Enterprises in China and a copy thereof shall be submitted; if the overseas registration applicant commissions a domestic agency to handle the registration matters, the original notarized letter of authorization and a copy of the Business License of the commissioned agency shall be submitted. Other qualification certificates and examine contents are the same as those for domestic dietary supplement products. At the same time, the Customs Clearance Form and the Quarantine Certificate at the port of entry are required.</p>
Transportation	Vehicle care	Motor Vehicle Maintenance License
	Appraisal of old motor vehicles	Certificate of Approval of Used Motor Vehicle Appraisal and Valuation Organization
	Taxis	Road Transport Operating License
	Car Rental	Business License for the examination of the scope of business
	Consignment	Certificate of Competence in Consignment
	Water/air transport	License of Waterway Transport Business Operation/ License of Ports Operation / License of Public Air Transport Enterprise Operation
Franchising	Do not accept advertisement of high-risk investment including but not	<p>Provide photograph of the company's front desk</p> <p>Acceptable advertisements:</p> <p>1. Single category products franchising: clothing, accessories,</p>

	<p>limited to financial, medical, online cards & board games categories and micro-businesses franchising</p>	<p>food, liquor, cosmetics and other physical products.</p> <p>2. Food service franchising: restaurants, milk tea shops, snack shops, dessert shops, etc.</p> <p>3. Life services franchising: services involving hourly employ, nursing, home improvement, hardware and building materials.</p> <p>4. Educational training franchising: children's English, programming education, art training, educational counselling and other training institutions.</p> <p>5. Cosmetics and health industry franchises: beauty and weight loss, health management, hair and nail care, etc.</p> <p>6. Breeding industry franchising.</p> <p>7. Brand joining: brand support services only (joining management/development/consultation, etc.).</p> <p>8. Platform joining.</p>
<p>Publishing operations</p>	<p>Audio-visual products</p>	<p>License for the operation of audiovisual products. This applies to the wholesale, retail and rental of audiovisual products such as audio tapes, video tapes, records, laser discs and laser video discs with recorded content.</p>
	<p>Electronic publications</p>	<p>Provide Electronic Publication Publishing License, (applicable to mass communication media in which information with intellectual and ideological content is edited and processed in digital code and stored on magnetic, optical, electrical and other media in fixed physical form and read as well as used by electronic reading, display and playback devices, including read-only CD-ROM (CD-ROM, DVD -ROM, etc.), write-once discs (CD-R, DVD-R, etc.), rewritable discs (CD-RW, DVD-RW, etc.), floppy disks, hard disks, integrated circuit cards, etc.</p>
	<p>Public Novel Account</p>	<p>1. Only support WeChat enterprise public account (need to provide authentication information of WeChat enterprise account, i.e. the screenshot of the public account backstage should reflect the advertiser's company name, or provide written statement stamped with the company's main official seal)</p> <p>2. Publication Business License or Internet Publishing License or Network Culture Business License or Network Publishing Service License</p> <p>3. Letter of commitment (commitment that no illegal and</p>

		irregular novel content is in the public account)
	Publications	License of Publications Operation
Industrial Engineering	Mechanical equipment	Safety Production License or Special Equipment Installation, Transformation and Maintenance License or Special Equipment Manufacturing License or Industrial Products Production License
Fundraising platforms	Internet fundraising information platforms	<p>On 31 August 2016, the Ministry of Civil Affairs designated the first batch of 13 Internet fundraising information platforms for charitable organizations.</p> <p>Tencent Public Welfare Charity Foundation: "Tencent Public Welfare" online fundraising platform</p> <p>Zhejiang Taobao Network Company Limited: Taobao</p> <p>Zhejiang Ant Small and Micro Financial Services Group Limited: Ant Financial Services Public Welfare Platform</p> <p>Beijing Weimeng Chuangke Network Technology Company Limited: Sina Weibo (微公益)</p> <p>Beijing Easyfundraising Network Technology Co.: 轻松筹</p> <p>China Charity Federation: China Charity Information Platform</p> <p>NetBank Online (Beijing) Technology Co., Ltd: Jingdong Public Welfare</p> <p>Beijing EnJiu Non-Profit Organization Development Research Center: Foundation Center Network</p> <p>Baidu Online Network Technology (Beijing) Limited: Baidu Charity Donation Platform</p> <p>Beijing Houpu Juyi Technology Co.: 公益宝</p> <p>Xinhua Net Limited: Xinhua Public Welfare Service Platform</p> <p>Shanghai Lian Quan Charity Foundation: 联劝会</p> <p>Guangzhou Charity Association: Guangzhou Charity Association Charity Information Platform</p>
	Fundraising for charities	<p>A. Proof of registration of the charitable organization with the civil affairs department. In the case of a foundation, the Certificate of Registration of Foundation Legal Person shall be provided.</p> <p>B. The Ministry of Civil Affairs issues a certificate of eligibility for public fund-raising to charitable organizations that meet the requirements.</p>

	Charitable Crowdfunding	<p>A. A genuine and valid business license</p> <p>B. Promotional web pages prominently provide risk prevention tips to the public, informing them that their information is not charitable public fundraising information and that it is the individual releasing the information that is responsible for the authenticity of the information.</p>
Finance	Financial Management	<p>1. Financial License / Local government financial approval document.</p> <p>2. If the client is a third-party platform, it is necessary to submit a cooperation contract/agreement/certificate of authorization signed with a financially qualified company (the qualification of the cooperation company should be submitted simultaneously).</p>
	Loans	<p>1. lending institutions (banks, Internet microfinance companies, consumer finance companies): Business License, the scope of business covers microfinance business</p> <p>2. ICP Registration</p> <p>3. At least one of the followings. Financial Office Approval, Financial License and Microfinance Company Operating License</p> <p>Financial supermarket category (APP contains loan resources from several lending platforms): Business License, the scope of business covers loan business</p> <p>4. Provide proof of lending qualifications of at least 3 partners (e.g. financial license, BCI approval, microfinance operation license).</p> <p>5. 2-3 cooperation agreements/contracts signed by companies/banks qualified for microfinance business.</p>
	Securities,	<p>1. Business license includes securities business</p> <p>2. ID card of the company's legal representative</p> <p>3. Securities companies (involved in multiple businesses): Business License for Securities Institutions</p> <p>4. Investment trading, securities trading: Certificate of Qualification for Operating Stock Underwriting Business</p> <p>5. Investment analysis, investment and recommendation: must</p>

	Equities	submit the license to operate securities and futures business and the business license containing the relevant business scope
	Funds	<ol style="list-style-type: none"> 1. ID card of the company's legal representative 2. Fund Distribution Business Qualification Certificate or Fund Management Qualification Certificate or License to Operate Securities and Futures Business or Fund Sales Business Qualification Certificate
	Futures	<ol style="list-style-type: none"> 1. ID card of the company's legal representative 2. License to Operate Futures Business or License to Operate Securities and Futures Business
	Foreign Exchange	<p>License to Operate Foreign Exchange Businesses or License to Operate Licensed Businesses for Personal Domestic and Foreign Currency Exchange</p> <p>Certificate of Admissibility</p>
	Banks	<p>Bank's Operating License or Financial Institution License or Financial License (for bank financial products: internal clearance document from the bank's head office is required)</p> <p>If the selling institution is a bank branch, the head office is required to authorize the offering of financial products.</p> <p>The registration of personal financial products must also be provided in the National Banking Financial Information System.</p> <p>Code (available on China Money Network))</p>
	Insurance	<p>Legal Person's License of Insurance Institution or License to Operate Insurance Business or License to Operate Insurance Brokerage Business or License to Operate Insurance Valuation Business or License to Operate Insurance Agency Business or License to Operate Insurance Marketing Services or License to Operate Insurance Side Agency Business or Legal Person's License of Insurance Asset Management Company or</p>

	License to Operate Insurance Asset Management Business
Precious Metals	<p>1. Precious metals trading platform members: "Precious Metals Trading Membership Certificate", ID card of the company's legal representative</p> <p>2. Precious metals trading platform: not approved by the State Council or the financial management department of the State Council</p> <p>The precious metals trading platform must first consult the joint meeting and report to the provincial people's government for approval</p>
Payments (POS, swipe terminals)	<p>1. POS(branding support only). Payment Business License</p> <p>2. Face Swipe Terminal: A payment company license will need to be submitted or a payment company partnership contract will be required.</p>
Finance Leasing	Financial License
Asset Management	Financial License or Financial Institution Legal Person License (including branches)
Guarantee	License to Operate as a Financial Guarantee Institution
Auctions	<p>1. heritage shops (sale and purchase, sale of cultural relics): the need to obtain the approval of the provincial cultural relics unit in charge of the establishment of documents</p> <p>2. heritage auction: heritage auction license (cultural relics, antiques, one, two or three types of cultural relics auction)</p> <p>3. General auctions (modern art, jewellery, paintings, jade, luxury goods, land, vehicles and houses, etc.): Auction License</p> <p>4. Judicial auction platform: proof of having been entered into the judicial auction pool</p>

	Credit Cards	<p>1. Financial License</p> <p>2. The business license is the same as the subject of the financial license</p>
	ETC	Submit an official for (bank) business licence or provide an approval from the local transport department or a contract of cooperation from a road or transport company.
	Credit reference agencies	License for Personal Credit Business Operation or approval document of the credit industry supervision and administration department of the State Council

3. Authorization and Permission

3.1 When the advertised product is patented, a scanned copy of the patent certificate must be provided. When the advertiser is not the patentee, a Letter of Authorization from the patentee to the advertiser for producing or selling patented product within the validity period (stamped with the official seal of the patentee or signed by the patentee) is also required.

3.2 When the trademark of the goods or services is a registered trademark, a scanned copy of the trademark registration certificate is required. When the advertiser is not the trademark owner, a Letter of Authorization from the trademark owner to the advertiser to use the trademark within the validity period (stamped with the official seal of the trademark owner or signed by the trademark owner) is also required.

3.3 When the publishing content contains a work (including software) that is subject to copyright protection, a certificate of copyright registration is required if the work has been registered. When the advertiser is not the copyright holder of the work, a Letter of Authorization from the copyright holder to the advertiser to use the work within the validity period (stamped with the official seal of the copyright holder or signed by the copyright holder) is also required.

3.4 When using the name of the other entity (including official name and common abbreviation) in the publishing content, a Letter of Authorization (stamped with the official seal of the entity) from the entity to the advertiser to use its name is required.

3.5 To use the name or image of any other person in advertising, an advertiser or advertising agent shall obtain the written consent of the person in advance; or to use the name or image of a person without civil competency or a person with limited civil competency, the advertiser or advertising agent shall obtain the written consent of the person's guardian in advance.; to use the image of a foreign model, in addition to the Letter of Authorization, relevant notarial documentation is required; to use the image of a minor in the publishing content, the identity document of the minor shall be examined. A minor under the age of 10 shall not serve as an advertising endorser.

3.6 To use the image of such public figures as a notable person, star, celebrity or livestreamer,

etc. in the publishing content, a Letter of Authorization from the figure or his/her brokerage firm to the advertiser to use his/her name or image shall be provided .

3.7 To use "CCTV (including its channels or programmes) reporting" on a commodity or service as a means of advertising, the permit documentation from the CCTV shall be provided.

Remarks:

1. Trademark characters, graphics, etc.: The characters and graphics marked on the publishing content, product or service shall be consistent with those on the registration certificate.
2. Approved range of products: The advertised product shall be included.
3. Licensee: The name of the licensee shall be in consistent with the advertiser's name recorded in the system or the contract or relevant document. Letter of Authorization shall be provided otherwise.
4. Period of Validity: The trademark registration certificate shall be within the period of validity and shall be valid within the period of advertising and the period of products and services producing.

III. Review on Publishing Content

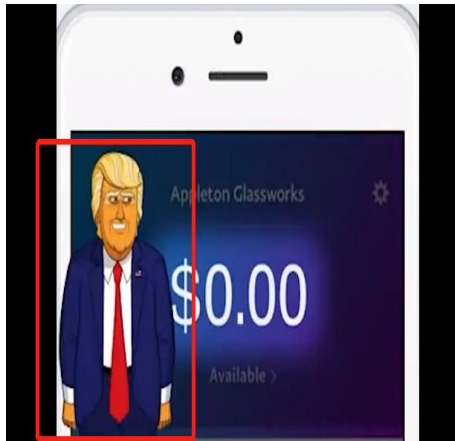
1. General Rule

Please strictly comply with the **Advertising Law of the PRC** and the **Interim Measures for the Administration of Internet Advertising of the PRC** and any other applicable laws and regulations on publishing content.

2. Not damage the dignity or interest of the state and society

2.1 Materials and content damaging the dignity or interest of the state, state authorities, ethnic and racial group shall not be used or used in a disguised form. The advertisement shall be prohibited from (not an exhaustive list):

- (1) using, or using in a disguised form, the **national flag**, national anthem, national emblem, military flag, military song, or military emblem of the People's Republic of China;;
- (2) using, or using in a disguised form, the name or image of any state authority or its staff member;
- (3) using the image of the **heads**, whether incumbent, or outgoing, or late, of the state or political party (including cartoon avatars, refer to Example 1 and Example 2), for commercial propaganda;



Example 1



Example 2

- (4) damaging the dignity or interest of the state or divulging any state secret;
- (5) using political events and news for commercial propaganda;
- (6) using “national,” “highest,” “best,” “first brand” or similar comparative words. The following are examples (not an exhaustive list): "highest technology", "top", "top sales", "lowest in the whole network" , “original”, “first”, “preferred”, “first” and other absolute terms are prohibited without relevant certificates. The material shall not contain "government agency+ recommendation" and variant content, and shall not contain CCTV-related content (such as CCTV,etc.) + recommendation, meaning of certification (such as CCTV list, CCTV recommendation, CCTV star brand, etc.) and the names of key CCTV columns (such as news broadcasts, focus interviews, etc.). However, objective descriptions and texts that meet the following specific conditions may be used:

① Statement of objective facts with legal or authoritative evidence (such as award certificates, selection results or other relevant supporting documents, etc.).

"First place in XX contest" and so on belongs to this category. For example, an advertiser participates in an authoritative competition or an analysis report issued by an authoritative organization shows its winning ranking, for example, a design company won the first place in an international competition. If the "national" title is obtained through the authorization of laws or administrative regulations (excluding awards from non-authoritative institutions without the authorization of laws and regulations), the use of its canonical name should be allowed.

② Description of time and space order with legal or authoritative evidence (power of attorney, copyright registration certificate and other relevant certification documents).

Expressions such as "first, exclusive, and only" belong to this category. For example, when game company A launches mobile game B for the first time, it can be expressed as "A's first mobile game". For example, if advertiser A obtains the exclusive authorization of a certain game, "A's exclusive release" and "A platform first release" are used in publishing content.

③ Expressed as a rating of the degree of self-comparison between different products.

There are objectively different graded quality products in its own products, which are used to distinguish the terms of these grades; for example, the largest apartment size of one company, the smallest size of one products, the top models of one series cars, the mobile games with

the most users of one company, etc.

④ Classification recognized by relevant Standards in an industry field, or classification that has been widely accepted by the public.

For example, in the national standard of Anji white tea, the products are divided into four quality grades: "boutique, special grade, first grade, and second grade", and publishing content for specific "boutique grade" Anji white tea are called "highest grade". Usually it is not an absolute term that is prohibited; advertisers need to provide relevant grading basis and grade inspection certificate, and can not advertise multiple grades as the highest grade.

⑤ Explicitly express the business philosophy and pursuit of the business, and objectively have no possibility of misleading.

"Customer first, strive for perfect quality", etc. are used in this category; such expressions can not make consumers think that the advertiser's products and services are "first" and "perfect", etc. There is no possibility to mislead customs to think that the business philosophy or pursuit of goals is linked to the quality of products and services.

2.2 Any practices that distort, vilify, desecrate or negate the deeds or spirit of any heroes and martyrs are prohibited. The advertisement shall be prohibited from (not an exhaustive list):

- (1) using, or using in a disguised form, the name or image of heroes and martyrs for commercial propaganda;
- (2) appearing the image, name, inscription, relief, graphics and logo, etc. about Monument to the People's Heroes;
- (3) using pictures, videos and other materials that are detrimental to the commemorative environment and atmosphere around the memorial facilities for heroes and martyrs;
- (4) Advocating and glorifying wars and aggression .

2.3 Advertisement shall be prohibited from disturbing the public order or departing from a good social climate. It is prohibited to use such words and expressions as "second wife", "landlord, fortune owner", nor violate of respect for teachers and education, respect for the old and love for the young, courageous in seeing righteousness, picking up money and return to the loser, helping others, diligent and thrifty, hard and simple lifestyle.

2.4 Advertisement shall be prohibited from damaging personal or property safety or divulging individual privacy.

2.5 Advertisement shall be prohibited from containing superstitious or horrible content, such as fortune-telling, immortals, blessings, Jade Emperor, Queen Mother, ghosts, elves, Tathagata, Buddha, God of Wealth, Kitchen God, Door God, Great God, devil, hell, retribution and other content that believes in gods and ghosts;

2.6 Advertisement shall be prohibited from containing violent, bloody or repulsive content, such as "killing, slaughtering, slashing, chopping, smashing, burning and other content that promotes force, murder, vicious incidents, and makes people feel that life and property are threatened.

2.7 Advertisement shall be prohibited from containing content that allegedly exploits for profit or benefit from sensitive events that have significant social, cultural or political impact, such as domestic emergencies, natural disasters, public health emergencies, terrorism and related activities, conflict and/or large-scale Violent behavior, including but not limited to suspected use of tragic events for profit without apparent benefit to users; price gouging or artificial price increases to

prevent/restrict users' access to important materials; selling products that may not be sufficient to meet user needs during sensitive events or Services; use keywords related to sensitive events in an attempt to attract more traffic;

2.8 Advertisement shall be prohibited from content containing gambling elements, including casino, lottery, slot machine, baccarat, sicpo, blackjack, stud, gold flower, win three cards, thirteen water, Pai Gow, Niu Niu, Texas poker and other words or elements is prohibited. **Even if the product is actually an online earning product that does not require users to invest money to participate, the above words or elements may not appear.**

2.9 Advertisement shall be prohibited from content containing excessively obscene, pornographic, revealing, or vulgar character pictures, for example: material characters shall not expose cleavage or Apollo's BeltV-cut abs V line abs; in material pictures, the postures and movements of characters shall not be frivolous, provocative, giggling and flirting, or having pornographic hints; close-up pictures of sensitive parts are prohibited , such as: buttocks, chest, crotch, etc.; no protruding or close-up of sensitive parts of the body: the shape and appearance of chest, buttocks, crotch, inner thighs, etc.; no sexual suggestion, sexual behavior, etc.such as the following picture.



Example 3

2.10 Advertisement shall be prohibited from content containing ethnicity, race, religion, or sexism is prohibited.

2.11 Advertisement shall be prohibited from content or actions that hinder the protection of the environment, natural resources or cultural heritage are prohibited.

2.12 Advertisement shall be prohibited from animal cruelty.

- (1) Content that promotes cruelty or unwarranted cruelty to animals, including but not limited to promoting cruelty to animals for recreational purposes, such as cockfighting or dog fighting;
- (2) The content may be regarded as the sale of endangered species or the sale of endangered species products, including but not limited to the sale of tigers, shark fins, ivory, tiger skin, rhino horn, and dolphin oil.

2.13 Advertisement shall be prohibited from using click bait tactics or sensational text or images to drive traffic, including but not limited to:

- (1) Ads purporting to reveal secrets, scandals or other sensational information about the advertised product or service;
- (2) Ads that use click bait messages such as "Unbelievable this can happen" or similar phrases to encourage users to click to learn all about the content;
- (3) Ads that use visibly altered close-up photos of body parts, mugshots, or photos of real accidents or disasters to promote products or services.

2.14 Advertisement shall be prohibited from using negative events in life (such as death, accident, illness, arrest, or bankruptcy) to induce fear, guilt, or other strong negative emotions in order to compel viewers to take immediate action, including but not limited to:

- (1) Ads that encourage users to buy, subscribe, or stop using a product or service to avoid harm;
- (2) Ads promote products or services using descriptions that express extreme distress, pain, fear or shock.

2.15 Advertisement shall be prohibited from promotion and facilitation of dishonest behavior.

- (1) Products or services are prohibited from assisting users to deceive, including but not limited to:
 - a. Forgery or falsification of documents such as passports or academic qualifications; sales of numbers imitating national identification numbers (such as "credit privacy numbers") ;
 - b. Acting as an agent to provide services to admit clients into the line of credit account authorized users;
 - c. Assisting in passing drug tests;
 - d. Writing papers or taking exams for other people;
 - e. Sell fake user activity in the form of invalid clicks, reviews, or social media "likes";
- (2) Products or services that give users the opportunity to visit or change systems, equipment, or assets without authorization, including but not limited to, breaking into services, stealing cables, radar jammers, changing traffic signals and wiretapping;
- (3) Products or services that allow users to track or monitor other people or their activities without their authorization, including but not limited to:
 - a. Spyware and technologies used to monitor intimate partners, such as spyware or malware for users to monitor text messages, phone calls, or browsing history;
 - b. A GPS tracker that expressly uses spying on or tracking others without their consent as a promotional selling point;
 - c. Clearly mention surveillance equipment that can be used for spying, such as cameras, voice recorders, driving recorders, and nanny cameras in the promotional selling point.

3. Not contain content of unfair competition or infringement

3.1 Advertising through unfair competition is prohibited, including but not limited to:

- (1) Passing off or using forged trademarks, products, business names, corporate brands, packaging, or imagery, for example, using trademarks or logos that are identical or highly similar to those of other products; these products imitate the brand features of genuine products in an attempt to mislead people to believe that they are genuine

products from the brand owner, or forged products that imitate the feature of the genuine brand in an attempt to pretend to be genuine.

- (2) Forging or passing off certified geographical indications (such as Jinhua ham), quality marks, etc. on goods or services.
- (3) Disparage the goods or services of other parties.
- (4) Unauthorized promotion of goods or services in the name of another party.

3.2 Copyright, trademark, patent and other intellectual property rights shall not be violated.

Examples (not exhaustive): Using movie posters, plot screenshots or comic characters as advertising materials; without Alibaba's authorization, creative materials shall not contain or imitate the same or similar graphics and words as Alibaba's registered trademarks such as "Double Eleven" and "Double Twelve"; advertising pictures and special font designs shall not use or imitate or copy Alibaba's Double Eleven and Double 12 event logos, pictures, etc., or the designs of other rights holders. Such expressions as "Double 11", "Double 11 Online Shopping Carnival", "Double 11 Online Shopping Festival", "Double 12", "November 11", "11.11", "December 12" and "12.12", etc. can be used date only, but attention must be paid to the form of use to avoid trademark confusion. "Double Eleven" and "Double Twelve" are only allowed to be used as objective time and period descriptions. Such as "Waiting for you during Double Eleven", "During Double Twelve, XX has discounts", etc.

3.3 No containing any behavior that damages or attempts to damage network security, including but not limited to malicious scanning of websites and servers, illegal intrusion into systems, illegal acquisition of data, etc. by means of viruses, Trojan horses, malicious code, phishing, etc.

4. Not contain false or misleading content that defrauds or misleads consumers, and damage the interests of consumers

4.1 Do not deceive or mislead consumers with non-existent goods or services.

4.2 Do not automatically download the APP by misleading the user to click, set the collection steps to induce the download, or illegally collect the user's personal information without obtaining the user's consent.

4.3 Do not appear the performance, function, origin, use, quality, specifications, ingredients, price, producer, expiration date, sales status, honors and other information of the goods, or the content, provider, form, quality, price, sales of the service Information such as status, honors, and promises related to goods or services are inconsistent with the actual situation and have a substantial impact on purchase behavior. content related to exempt from quality inspection, such as "national inspection-free products", shall not appear in the publishing content. It is forbidden to appear unverified data, such as: a certain product sold XXX pieces, a certain product has been used by XXX people.

Remarks: Except for all kinds of enterprise marketing information release activities with evaluation nature that stipulated by law or approved by the State Council, it is prohibited from using ranking, recommendation, identification, listing, random inspection, statistics, and announcement of market survey results and other contents of ranking or comprehensive evaluation of its products and services in publishing content.

4.4 Do not use the effect of using goods or receiving services shall not be fabricated, and forged or unverifiable scientific research results, statistical data, survey results, abstracts, quotations and

other information as proof materials.

4.5 It can not contain information such as fake websites, fake products, fake services, or other content that deceives and misleads consumers.

4.6 Using deceptive methods to collect user information in ad destination pages is prohibited, including but not limited to websites that trick users to provide their personal information by impersonating a trusted entity such as a browser or bank.

4.7 Prohibit failure to clearly and prominently disclose payment models or all charges borne by the user, including but not limited to non-disclosure of prices, shipping, other billing-related information, interest rates, late payment penalties, or recurring subscription fees; use of charges in call extensions Special service phone numbers; inflated prices to take advantage of vulnerable or difficult users.

4.8 Promoting that a product or service is free to use but actually requires payment is prohibited, including but not limited to advertising that the application is free to download, but in fact the user must pay to install it.

4.9 Promises of offers that cannot be fulfilled are prohibited, products, services or promotional offers promised in publishing content that do not exist or are difficult to find on the target page are not allowed, including but not limited to: promotion of out-of-stock products; promotion of expired discounts; false promotions price; using a call-to-action in the ad that is difficult to achieve through the landing page, for example, an ad that claims "tablets as low as \$400", but the user clicks on the ad and discovers that there are no tablets available for \$400.

※Remark: Unless you can update your ad as stock availability or promotions change, avoid creating ads for more specific offers; for example, if you create an ad for a one-day promotional discount, be sure to The next day, when the offer is no longer valid, update or remove the ad.

4.10 It is forbidden to deceive or mislead consumers by means of discounts, lottery draws, and gifts. When designing preferential activities, it is necessary to clarify the type, preferential conditions, time limit, preferential margin or amount of preferential products or services; for lottery-style sales with prizes, the amount of the highest prize shall not exceed the amount specified by the country or region where the publishing content is placed (for example, the place where the publishing content is placed is China In mainland China, it should not exceed RMB 50,000, and the 50,000 yuan already includes the value of the product), and the event information needs to be clear; the value of the gifted product can not be significantly higher than the value of the promoted product itself; the publishing content indicates that the product or service being promoted comes with a gift If there is a gift, it shall expressly indicate the variety, specification, quantity, time limit and method of the accompanying gifted goods or services.

4.11 Promotional activities can not have false descriptions without specific activity time, such as "only today", "last 3 days", "price increase tomorrow", "10% off today", etc. If there is a specific promotion date, such as: mobile phone price reduction, only today (the landing page indicates that the event date is November 11). Promotional publishing content need to add a disclaimer that "the actual price is subject to the price displayed in the app" or "the event details are subject to the event rules in the app" .

4.12 Deceiving users by withholding or misrepresenting information about an advertiser's business, products or services is prohibited, including but not limited to:

- (1) By referencing or modifying branded content in publishing content, website addresses, landing pages;

- (2) Inducing users to pay money or provide information through a false business that lacks the qualifications or ability to provide the advertised product or service;
- (3) Falsely promote services that may endanger the health, life or safety of users;
- (4) Pretending to be able to provide important services that prevent users from receiving treatment or medical assistance in a timely manner.

4.13 It is not allowed to appear low-precision pictures, and the advertising elements are severely deformed, blurred, or incomplete.

4.14 Any material involving tasks to make money, income, online earning games, red envelopes, cash withdrawals, virtual props, virtual or real currency rewards must be marked with risk warnings, such as "the final result is not guaranteed, the amount you can get is determined by the APP The rules announced in the website shall prevail", "The specific amount of the red envelope shall be subject to the actual receipt", and the copywriting must be clearly visible and consistent with the language of the material. Online earning advertisements must not be falsely advertised, and specific cash withdrawal rules must be announced in the product, and cash withdrawal must actually be possible. Please note that if you include the names or logos of Alipay, WeChat Wallet, and various banks in the online earning advertisement, you must ensure that you have obtained the authorization of the party..

4.15 Ads involve various types of coupons, exchange coupons, equity cards and other related products or related promotional promotions must be marked with risk warning words "For details on the specific activities, please refer to the official website link" or "The specific amount is subject to the actual activity issued" or "The activity and cash withdrawal rules are subject to the app/webpage" or "Participate in the interactive game on the landing page to draw prizes. The specific amount is subject to the actual activity, and you can withdraw cash if you meet the conditions" and provide an event description to Mintegral.

4.16 If ads involve blind box apps, products, and related consumption activities, the creative material must show the risk warning statement "Blind boxes have random attributes, please consume rationally."

4.17 If ads involve alcohol and bars, the creative material must show the risk warning statement "Minors are prohibited from drinking alcohol".

4.18 If ads involve some potentially dangerous actions, the creative materials must show the risk warning statement "Dangerous action please do not imitate". Generally, dangerous actions include but not limited to: wingsuit flying, skydiving, bungee jumping, high-speed road or stunt skateboarding, fancy bicycles, stunt motorcycles, racing cars, human flags, parkour and other sports that usually require professional training or complete safety protection measures. There are potential safety hazards in imitation; the production process of dangerous food and beverages: not operating in accordance with regulations, or without professional training, using fire, pouring oil and other production methods that may cause danger; small chemical and physical experiments: some processes may have "explosions" , "hot", "electricity consumption", "burning" and other situations; non-professional operations are risky, such as front flips, back flips, multi-person rotation, dancing on treadmills, splits on elevators, pretending to be giants, lifting off, human body grabbing Dolls (non-professional equipment), lifting children with both hands, falling backwards normally completed, body passing through gaps (smooth passage), social acrobatics and other dangerous behaviors that are easy to imitate but difficult to detect.

4.19 The risk warning statement must be displayed clearly and completely. It is forbidden to

delay the display nor block, distort, or blur the advertising pictures and content to cause the risk warning statement to be displayed incompletely.

IV. Review on Landing Page

1. The landing page must clearly reflect the content directly related to the promoted product, such as: pictures of the promoted product, text introductions, business model introductions, etc.
2. The content of the creative must be related to the landing page, and the content of the creative must be reflected on the landing page (for example, if the creative is "A century-old ginseng is found somewhere, the landing page should also have this content).
3. The landing page should be safe, stable, and able to visit and browse normally . The landing page must be adapted to the mobile terminal, that is, it must be suitable for visiting in mobile devices such as mobile phones.
4. Do not allegedly exaggerate or promise product efficacy, and do not use words that exaggerate product efficacy prohibited by the Advertising Law; for example: the financial industry can not use exaggerated or promised benefits descriptions, expressly or impliedly without risk, such as earning XX million per month; beauty or weight loss products can not appear description of promised functional effects, such as losing XX pounds in a month, whitening in X days, etc., or a comparison chart of before and after use effects that cannot be verified for authenticity and universality.
5. The publishing content indicates that the products or services to be promoted are accompanied by gifts, the landing page shall clearly indicate the variety, specification, quantity, duration and method of the products or services that are accompanied by gifts (for example, in the publishing content of the "buy one get one free" campaign, the gift must be clearly marked).
6. The page can not contain more than 2 floating windows (including 2).
7. If the landing page contains audio, video or other content that seriously consumes its network traffic, it can only be played after the user actively clicks the play button.
8. The landing page shall not plagiarize or imitate well-known websites (including but not limited to Tmall, Taobao, Jingdong, etc.) to difficultly identify the difference between them, misleading users.
9. In publishing content for e-commerce products sold, the advertised selling price shall not be excessively lower than the market price, and the original price shall not be arbitrarily marked (must be confirmed by the actual sales record).
10. For publishing content with pop-up windows on the landing page, it is necessary to ensure that the pop-up windows can be closed with one click, and cannot be automatically and repeatedly popped up without the user's operation, which affects the users' experience (the pop-up content can not be publishing content for other services or products).
11. The function buttons displayed on the landing page must be real and effective.

12. The ICP record number must be indicated at the bottom of the landing page.
13. landing page shall not contain any illegal or misleading information , and shall not violate laws, regulations or the stipulations of this agreement by setting malicious codes, viruses, etc. on the landing page.
14. It is not allowed to set directional jumps for network information, such as setting jumps based on factors such as region, time, IP address, etc., to make the landing page jumps to pages containing illegal content (including but not limited to pornography, gambling, and drug content), Or jump to a page that is inconsistent with the landing page verified by Mintegral.

V. Review on Publishing Methods

1. Users may not be tricked into clicking on ad content, including but not limited to:
 - 1.1 Ads imitate warnings or error messages of system or website;
 - 1.2 Advertising mock messages, dialog boxes, menus, installation packages or request notifications;
 - 1.3 Ads use cover-ups to disguise their essence;
 - 1.4 Advertising pictures can not have false buttons (including but not limited to ① close button ② play button ③ disguised system push ④ words that contradict the behavior of clicking into the publishing content, such as: ignore, cancel, abandon ⑤Actually there is no such function, such as: one-click cleaning system garbage, and the product is video software);
 - 1.5 Images can not contain click-inducing or deceptive content that imitates mouse movements, web buttons, etc.;
 - 1.6 Automatically jump to the download page or other pages without the users' click;
 - 1.7 In addition to playable ads, designing full-screen and clickable pages will mislead users to click;
2. Publishing content (including pop-up publishing content, rewarded video and other video publishing content) should be marked with a close sign when the publishing content starts to be displayed to ensure one-click closing; users can not be required to wait for a certain countdown before closing.
3. The following behaviors shall not be committed:
 - 3.1 Providing or using applications, hardware, etc. to block, filter, cover, fast-forward and other restrictive measures against publishing content legitimately operated by others;
 - 3.2 Using network channels, network equipment, application programs, etc. to disrupt normal advertising data transmission, tamper with or block publishing content that are properly operated by others, and load publishing content without authorization;
 - 3.3 Using false statistical data, dissemination effects or Internet media value to induce erroneous quotations, seek illegitimate interests or damage the interests of others.
4. The maximum duration of the launch screen publishing content is no more than 5 seconds, and the use of countdowns, progress bars, etc. is encouraged to clearly remind users of the remaining duration of the publishing content.

5. When an publishing content is clicked and jumps to another app, a warning should be clearly marked in the publishing content content to inform the user that the click will jump to a third-party application, to ensure that the user is informed.
6. When the content of the publishing content is to download the APP, it should be ensured that the user chooses whether to download or not, and it can not be downloaded silently without the user's active choice. After the user clicks on the publishing content content, the necessary information of the APP (application name, developer information, version number, permissions, privacy policy) should be displayed to the user through jump pages, pop-up pages, etc., and the user can download it after confirmation.
7. The content of publishing content should be clear to ensure that users can obtain accurate information, and there should be no large-area obscured, multi-layered floating pages.

VI. Special Rules of Particular Products

1. Financial Products and Services

1.1 Ads for financial products and services shall comply with laws and regulations, be authentic and credible, and shall give reasonable warnings about possible risks and risk responsibilities of financial products or services.

1.2 Ads for financial products and services shall not contain any commitment to guarantee future results, return, or relevant conditions or any explicit or implicit indication of breakeven, no risk, or guaranteed return, among others, except as otherwise specified by the state. For example, "annual interest rate of 18%", "monthly salary of 3,000 yuan, financial management to buy Audi for one year" "relying on *** can also reverse life" and so on. But you can use the neutral statements of "earn the profit yourself" and "see how much you earn".

1.3 It shall not contain any recommendation or certification in the name or image of any academic institution, industry association, professional, or beneficiary. Case introduction of any beneficiary can not be drawn, such as "The delivery man made XX yuan". Groups of people with financial expertise are not allowed to use: bank colleagues, bank friends, finance professors, etc.

1.4 Do not exaggerate or unilaterally promote financial services or financial products, and make false or exaggerated representations of past performance without providing objective evidence. Securities investment consulting publishing content shall not conduct false or inductive publishing content by exaggerating or falsely reporting the performance of recommended stocks (including replacing the market performance of recommended portfolios with the market performance of recommended stocks).

1.5 It is not allowed to falsely publicize the income and safety of investment and wealth management products to deceive and mislead consumers.

1.6 Without the permission of the relevant departments, the publishing content of deposit absorption and credit loan content released in the name of investment and wealth management, investment consulting, loan intermediary, credit guarantee, pawn, etc. shall not be published, or the content of which is inconsistent with the content of the permission. If the qualification only indicates that it can operate precious metals, the franchise contents such as "foreign exchange",

"futures", "securities", "stocks" and "funds" shall not appear.

1.7 Text cannot involve unreal or inaccurate data and information. The third-party data and materials cited must indicate the source in the material. Where an publishing content uses data, statistics, survey results, abstracts, quotations and other citations, it shall be true and accurate, and the source shall be indicated. If the cited content has the scope of application and validity period, it should be clearly stated.

1.8 It is not allowed to publicize the content of illegal activities that are explicitly prohibited by relevant national laws and regulations and industry authorities, and can not publicize the content of providing financial products that break through the housing credit policy and increasing the leverage of housing purchases.

1.9 It is not allowed to promote the idea of getting rich, and the pictures can not involve elements of showing off wealth, such as banknotes, checks, bank checks, etc.

1.10 It is not allowed to promise that the investment is easy and risk-free: such as "safe", "guaranteed", "high-yield", "risk-free" and other promising effects, but can be used to objectively describe product information. Such as: "Funds are managed by ** banks, safe and secure ."

1.11 If there is information about trial money, cash coupons, and gift vouchers in the creative , the specific amount can be displayed, but the basic information on the usage rules of the trial money must be marked in a prominent position (external display image or the first screen of the landing page), such as time limit, method, quantity, etc. And it needs to be consistent with the product activity.

1.12 If there are product or service publishing content with expected return on investment in the financial industry , the material must be marked with risk warning words, such as: "Investment is risky, choose carefully" , which must be clearly visible.

1.13 If the advertiser is not the subject of the license issued by the regulatory authority , it is necessary to mark the diversion prompt on the prominent position of the landing page (the first screen of the landing page or the bottom of the landing page), and the prompt must be clearly visible.

Examples (not an exhaustive list):

① If the advertiser (insurance product) is provided by Taikang Insurance, and the APP/link only has Taikang Insurance without other insurance products, it is necessary to add "Insurance Services Provided by Taikang Insurance Group Co., Ltd." on the landing page ;

② For general online loan products, the loan service provided by Ma consumer finance needs to be added to the landing page "loan service provided by Ma consumer finance Co., Ltd." ;

③ Precious metal products, futures products and other wealth management products that the advertiser is not a license holder, the products are provided by the ** trading center, you need to add "This product is only for diversion services, the actual transaction service is provided by **** company/ Provided by the Trading Center."

1.14 Before and after clothing or environment comparison pictures are not allowed. Including clothes, cars, and car keys, there is an implication or express that the investment can be successful, and the material or landing page can not express or imply that the use of related products or services will have obvious benefits, and can not have exaggerated descriptions, such as: "Daily daily limit", "" Bull stocks", "dark horse stocks" and so on.

1.15 Demeaning, discriminatory, or objectionable content is not permitted.

- (1) Do not use copywriting that demeans other operators, such as: "The loan time is faster than xx", "The amount is higher than xx", etc.
- (2) Do not use descriptions that degrade specific groups, such as: "Older leftover women come here", "Credit cards that migrant workers can handle", etc.
- (3) Do not use bad-oriented copywriting, such as: "borrow money to buy game skins", etc.

1.16 It is not allowed to use "stock group", "free join group", "enter group communication", "WeChat group account", etc. to guide users to join the group or add personal WeChat account, QQ account or other social content, or directly call, open and add WeChat, QQ and other functions. Stock or securities group numbers, as well as copy or pictures that guide users to join the group, cannot appear on the landing page of the publishing content.

2. Beauty Products

2.1. Content related to medicines, promotion of medicines, including drug names, preparations, Chinese medicine formulas, Chinese medicine decoctions, etc. and content involving the promotion of medical devices shall not appear in the title and web-page.

2.2. Case descriptions can not appear in the title and website, and advertising images can not promise effect.

2.3. The curative effect shall not be exaggerated (including but not limited to descriptions that do not conform to common sense, exaggerated descriptions, descriptions of extreme words, use of false user evaluations, etc.), and words such as "radical cure" and "curing" are not allowed to appear.

- (1) Such as: using XX products, dark circles are completely removed, remove dark circles, say goodbye to dark circles, say goodbye to dark circles (in common sense, dark circles cannot be completely removed, you can use "dilute" and "improve" to describe the function, such as lightening dark circles)
- (2) Such as: eliminate stubborn neck lines (stubborn neck lines cannot be completely eliminated, you can use "fading" and "improvement" to describe functions, such as lightening neck lines and improving neck lines)
- (3) Such as: "natural cactus seed mask", "natural white rice essence" and other products are described as "natural" (in common sense, the manufacture of skin care and makeup products cannot be completely unprocessed, but it can be described that "the raw materials of the product contain natural XX ingredients")

2.4. No indication of cure rate or efficacy is allowed.

2.5. It can not contain scientific assertions or guarantees of efficacy, and can not use absolute language such as the latest creations, latest inventions, pure natural products, and no side effects. .

2.6. It is not allowed to use the names and images of medical research units, academic institutions, medical institutions, or experts, doctors, and patients as proof.

2.7. The content of similar products shall not directly or indirectly depreciate the products and services of competitors.

2.8. Special-purpose cosmetics (referring to cosmetics used for hair growth, hair dyeing, perming, hair removal, milk beauty, bodybuilding, deodorization, freckle removal, and sun protection) must hold the approval number issued by the health administrative department of the State Council, and the product name and product type should be It is consistent with the content of the approval

document issued by the health administrative department of the State Council.

2.9. Ordinary cosmetics (national makeup preparation characters) shall not falsely promote the efficacy of special-purpose cosmetics (special makeup quasi-characters), or describe the functions of disease treatment or use medical terms.

(Note: Please refer to the appendix for the specific word description specification)

3. Health Care Products

3.1 It is not allowed to use advertising spokespersons as recommendations or proofs.

3.2 Health food publishing content should clearly indicate (displayed pictures) "health food is not a drug, and cannot replace drugs to treat diseases", declare that this product cannot replace drugs, and clearly indicate (on the top screen of the landing page) the name of the health food product and the approval number of the health food. , Advertising review approval number, health food labels, suitable and unsuitable groups of people.

3.3 The publishing content of formula food for special medical purpose should clearly indicate (external picture) "please use under the guidance of a doctor or clinical nutritionist", and prominently indicate (the first screen of the landing page) the name of the formula food for special medical purpose, the approval document of the formula food for special medical purpose number, publishing content review approval number, applicable group, "not suitable for use by non-target groups".

3.4 Contents that should be prominently marked (displayed pictures) in publishing contents of health food and formula food for special medical purposes must be clearly visible and easily recognizable in fonts and colors, and should be displayed continuously in video publishing contents.

3.5 The content of health food publishing contents shall be subject to the registration certificate or filing certificate approved by the market supervision and administration department, and the contents of the product manual for registration or filing, and shall not involve the functions of disease prevention and treatment. Health food publishing contents involving health functions, product efficacy ingredients or iconic ingredients and content, suitable population or consumption, etc., shall not exceed the scope of the registration certificate or filing certificate, and the product specification for registration or filing.

3.6 The content of publishing contents for formula foods for special medical purposes shall be subject to the registration certificate and product labels and instructions approved by the State Administration for Market Regulation. If the publishing content of formula food for special medical purpose involves the product name, formula, nutritional characteristics, applicable population, etc., it shall not exceed the scope of registration certificate, product label and instruction manual.

3.7 It shall not contain such any assertion or assurance on efficacy or safety as "safety without toxic side effects", "no dependence" and other promises .

3.8 It shall not contain such statement involving disease prevention or treatment functions as claiming or implying that health food is necessary for the treatment of diseases.

3.9 It shall not contain such claim or implicit indication that the advertised good is necessity for maintaining health.

3.10 It shall not contain any comparison with drugs or any other dietary supplements.

- 3.11** Do not directly or indirectly encourage arbitrary and excessive use of health food.
- 3.12** It shall not contain words that are confused with drugs to directly or indirectly promote the therapeutic effect, or express or imply that the health food has the effect of disease treatment by promoting the effect of certain ingredients.
- 3.13** Do not exaggerate a certain health condition or disease, or describe the physical harm that a certain disease is likely to cause, so as to make the public worry and fear about their own health, and misunderstand that the health food that is not advertised will suffer from a certain disease or lead to health. The situation deteriorated.
- 3.14** Do not exaggerate the efficacy of health food or expand the scope of suitable groups, express or imply that it is suitable for all symptoms and all groups of people.
- 3.15** The function characteristics and mechanism of the product shall not be described with specialized terms, mystifying language, and language expressing technological content that are difficult for the public to understand.
- 3.16** It is not allowed to claim that the product is an "ancestral secret recipe" and use feudal superstition to promote health food.
- 3.17** It can not contain unverifiable so-called "scientific or research findings", "experimental or data proof", etc.
- 3.18** It can not contain "invalid refund", "insurance insurance", etc.
- 3.19** Medical terms or terms that are likely to confuse the products being promoted with drugs and medical devices shall not be used.
- 3.20** It can not contain absolute words and expressions such as the latest technology, the highest science, and the most advanced manufacturing method.
- 3.21** It can not contain comprehensive evaluation content such as efficacy, cure rate, evaluation, and awards.
- 3.22** Do not use the names and images of medical institutions, academic institutions, and industry organizations, or use the names and images of experts, medical personnel, and consumers as proof of product efficacy.
- 3.23** The quality Standards, instructions, labels and actual packaging of the health food are consistent with the content of the application that has passed the examination.
- 3.24** The content, form and medium of publishing content release shall be consistent with the content of the application for passing the examination.
- 3.25** Except for the publishing content of medical treatment, medicines and medical devices, any other publishing content related to the function of disease treatment are prohibited, and the use of medical terms or terms that are easy to confuse the products being promoted with drugs and medical devices is prohibited.
- 3.26** It is not allowed to publish publishing content for medical treatment, medicines, medical equipment and health food in disguised form in the form of news reports, introduction of health and health preservation knowledge, etc.
- 3.27** Do not use the names and images of medical institutions, academic institutions, and industry organizations, or use the names and images of experts, medical personnel, and consumers as proof of product efficacy.
- Sexual health food is not allowed.

4. Medical Services

4.1 Medical publishing content, medical device publishing content, and drug publishing content must be marked with the publishing content review approval number in a prominent position (the top screen of the landing page) . For example: "National Food Health Character ***", "(X) Medical Broadcasting (Text) [XXX] No. XXX" and so on.

4.2 Drug publishing content should clearly indicate (on the first screen of the landing page) contraindications and adverse reactions.

4.3 Publishing content for over-the-counter drugs should be prominently marked (displayed with pictures) over-the-counter drug labels (OTC) and "please purchase and use according to the instructions of the drug or under the guidance of a pharmacist".

4.4 Medical device publishing content should be clearly marked (external pictures) "Please read the product instructions carefully or purchase and use under the guidance of medical personnel". If there are contraindicated contents and precautions in the registration certificate of medical device products, the publishing content shall be clearly marked (with pictures displayed) "For details of taboo contents or precautions, please refer to the instruction manual".

4.5 Contents that should be prominently marked (displayed pictures) in publishing content for drugs and medical devices, their fonts and colors must be clearly visible and easily recognizable, and should be displayed continuously in video publishing content.

4.6 Disinfection supplies (such as bacteriostatic agents) should be clearly marked (displayed with pictures) "This product is a disinfection product and cannot be used as a substitute for medicine". And disinfectants can not promote efficacy.

4.7 Health care products (such as wormwood stickers) should be clearly marked (displayed with pictures) "This product is a health care product and cannot be used as a substitute for medicine". And health care products can not promote efficacy.

4.8 No use or disguised use of the names or images of state organs, staff of state organs, military units or military personnel, or use of military equipment and facilities for advertising.

4.9 It is not allowed to use the names or images of scientific research units, academic institutions, industry associations or experts, scholars, physicians, pharmacists, clinical nutritionists, patients, etc. for recommendation or certification.

4.10 Advertising spokespersons cannot be used for recommendation or proof (including celebrities, internet celebrities, and ordinary people).

4.11 It shall not contain assertions or guarantees of efficacy or safety. Such as: "safe", "safe without toxic side effects", "small toxic side effects"; express or implied that the ingredients are "natural", so the safety is guaranteed, etc.

4.12 No inductive content such as "hot sale, panic buying, trial", "family essentials, free treatment, free gift", comprehensive evaluation content such as "appraisal, sorting, recommendation, designation, selection, award", etc., "invalid refund", etc. , insurance company insurance" and other guarantee content, instigating consumers to arbitrarily and excessively use drugs and medical devices.

4.13 Drugs and medical device publishing content shall not contain the name, address, contact information, diagnosis and treatment items, diagnosis and treatment methods of medical institutions, as well as medical services such as free consultation, medical consultation telephone, and special outpatient service.

4.14 It shall not contain content violating the laws of science, expressing or implying that it can

cure all diseases, adapting to all symptoms, adapting to all people, alleging that it is necessary for normal life and treatment of diseases.

4.15 It shall not contain content that causes unnecessary concern and fear of the public about their health conditions and diseases, or misleads the public that a disease will be developed or aggravated by not using the product.

4.16 It shall not be compared with the efficacy or safety of other drugs, medical devices or other medical structures.

4.17 It shall not contain images that may cause discomfort or affect perception.

4.18 There shall be no obvious comparative chart of the effect before and after treatment, and comparison between the same person or different people.

4.19 It shall not contain commitment of curative effect, including but not limited to complete cure, radical cure, farewell or any other similar exaggerated texts.

5. Education/Investment

5.1 Advertisements on education or training shall not contain any explicit or implicit commitment to guarantee future enrollment in a school, passing of examinations, or obtaining of an academic degree or a diploma or guarantee the results of education or training, such as: "Get an undergraduate degree in one and a half years", "The pass rate is as high as 95%", "The test is not successful." Refund".

5.2 It shall not contain any explicit or implicit indication that the relevant examination authority or its staff members or the test designers will participate in the education or training.

5.3 It shall not contain any recommendation or certification in the name or image of any scientific research entity, academic institution, educational institution, industry association, professional, or beneficiary.

5.4 There shall be no publicity that does not conform to the examination system and academic system. Such as: "junior high school education below can be admitted to junior college", "one and a half years to get an undergraduate certificate", "exemption", "exemption", "exemption from study".

5.5 The business license for the education industry must cover the corresponding business scopes such as education training, education consulting, and educational software development, and the promotion content must match the business scope.

5.6 The background of the publishing content shall not be simply pieced together with pure test paper pictures, which will affect the user experience.

5.7 There shall be no copywriting description of the price of academic qualifications or suspected sales. Such as: "1800 yuan to get a bachelor's degree."

5.8 Descriptions suspected of inducing clicks such as "Latest Notice" and "New Deal" shall not be used.

5.9 The promotion of admissions through financial means shall not be used without providing financial qualifications.

5.10 Do not use descriptions certified by third-party educational institutions, or use official seals of third-party institutions to mislead users.

5.11 Vocabulary related to academic qualifications and examinations can not appear: fake education, low education, fake certificate, formal diploma, admitted to a famous school, 211, 985, national key, provincial key, one, two, heavy, whole class (whole school) first class.

5.12 No descriptions that imply increased income, additional income, or double work. Such as:

"no work, double pay".

5.13 can not promise user performance, including expected revenue. Such as: get rich, make a profit, return to the original one year, if the daily income is about ** yuan, the annual income is ** 10,000 yuan).

6. Real estate

An advertisement on real estate shall contain true information on the source of real estate, with the area thereof clarified as the gross floor area or the gross internal floor area, and shall not contain the following **6.1-6.3**:

6.1 any commitment on appreciation or investment return, such as "guaranteed appreciation", "30% appreciation" and other commitments;

6.2 any misleading publicity on transport, commerce, cultural and educational, and other municipal facilities in planning or under construction;

6.3 feudal superstitions such as feng shui and divination, and the description and exaggeration of the project situation can not be contrary to the good social customs.

6.4 Where ownership or use rights are involved in real estate publishing content, the basic units owned or used shall be complete production and living spaces with practical significance.

6.5 If there is an indication of the price in the real estate publishing content, it shall be clearly indicated as the actual selling price, and the validity period of the price shall be indicated clearly.

6.6 The schematic diagram of the project location in the real estate publishing content should be accurate, clear and in proper proportions.

6.7 The transportation, commerce, cultural and educational facilities and other municipal conditions involved in the real estate publishing content, such as in the planning or construction, shall be indicated in the publishing content.

6.8 If the real estate publishing content involves the internal structure, decoration and decoration, it shall be true and accurate.

6.9 Where architectural design renderings or model photos are used in real estate publishing contents, it shall be indicated in the publishing content.

6.10 The content of financing or disguised financing shall not appear in real estate publishing content.

6.11 If the real estate publishing content involves loan services, it shall specify the name of the bank providing the loan, the loan amount and the term of the loan.

6.12 The real estate publishing content shall not contain the promise that the advertiser can handle matters such as household registration, employment, and further education for the occupant.

6.13 If the real estate publishing content involves the content of property management, it shall comply with the relevant provisions of the state; if it involves the content of property management that has not yet been realized, it shall be indicated in the publishing content.

6.14 If the real estate publishing content involves real estate price evaluation, the evaluation unit, appraiser and evaluation time shall be indicated; if other data, statistical materials, abstracts and quotations are used, it shall be true and accurate, and the source shall be indicated.

7. Make-up

7.1 It shall not appear content that exaggerates the cosmetic name, preparation method, ingredient, effect or performance, false propaganda, or demeans similar products.

7.2 It shall not use the name of others to ensure or mislead by implication the effectiveness of the cosmetic, including through the effects of others before and after use to show the efficacy of the cosmetic.

7.3 It shall not appear texts that have no relationship with the characteristics of the products and are easily mislead the consumers, such as decoding, digital, intelligence, infrared and so on.

7.4 Absolute words can not appear. Such as special effect; full effect; strong effect; miraculous effect; high efficiency; quick effect; miraculous effect; super strong; comprehensive; all-round; the most; first;

7.5 No false meanings are allowed. For example, cosmetics that only add some natural product ingredients, but claim that the product is "pure natural", are false meanings.

7.6 Exaggerated words are not allowed. For example, "professional" can be applied to hair dye, perm, finger (toe) nails and other products used in professional shops or professionally trained personnel, but it is an exaggeration to use it for other products.

7.7 Vulgar words are not allowed. For example, when "naked" is used for "nudity", it is a vulgar word and cannot be used; when it is used for "naked makeup" (such as make-up cosmetics), it can be used.

7.8 Feudal superstition should not appear. Such as ghosts, goblins, hexagrams, evil spirits, and souls. Another example is the meaning of feudal superstition when "shen" is used for "spirits"; it can be used when it is used for "pleasure" (such as aromatic cosmetics).

7.9 No content that expresses or implies a medical effect, including medical terms, such as prescription; medicinal; drug; medical treatment; treatment; stretch marks; names of various skin diseases; names of various diseases, etc.

7.10 Words that express or imply medical effects and effects are not allowed. Such as antibacterial; sterilization; antibacterial; anti-inflammatory; anti-inflammatory; blood circulation; detoxification; ; weight loss; fat dissolving; liposuction; slimming; thin face; thin legs, etc.

7.11 The names of medical celebrities are not allowed. Such as Bian Que; Hua Tuo; Zhang Zhongjing; Li Shizhen, etc.

7.12 Approved drug names can not appear. Such as skin mites and so on.

7.13 The declaration of special-purpose cosmetics shall not exceed the interpretation of the meaning of nine categories of special-purpose cosmetics stipulated in the Regulations on Hygiene Supervision of Cosmetics and its implementing rules. Another example is that non-special-purpose cosmetics shall not claim the effects of special-purpose cosmetics.

7.14 The terms that can be declared for non-special-purpose cosmetics include: (1) The names of hair cosmetics can use words such as anti-dandruff; softening and other words. (2) The names of skin care cosmetics can use words such as refreshing; oil control; moisturizing; wrinkle removal; soothing; fairness; firming; (3) In the name of make-up cosmetics, words such as beautification; concealer; modification; lip beauty; lip moisturizing; lip care; (4) Words such as protection, beautification, and persistence can be used in the name of nail cosmetics. (5) In the name of aromatic cosmetics, words such as fragrance body and Yishen can be used.

7.15 The names of special-purpose cosmetics may use words that are consistent with their

meanings, uses, and characteristics. For example, words such as bodybuilding and body sculpting can be used in the name of bodybuilding cosmetics. In the name of freckle-removing cosmetics, words such as freckle; freckle can be used. (Special-purpose cosmetics refer to cosmetics used for hair growth, hair dyeing, perming, hair removal, beauty milk, bodybuilding, deodorization, freckle removal, and sun protection).

8. Ordinary Food

Advertisement on food must be true, legal, scientific, accurate, and comply with the requirements of socialist spiritual civilization construction, and can not deceive and mislead consumers.

Advertisement on food shall comply with the following rules:

8.1 It shall not contain absolute language or expressions such as "the latest science", "the latest technology", "the most advanced processing technology" and "pure natural".

8.2 Phrases that are confused with drugs are prohibited, and the therapeutic effect of the food shall not be promoted directly or indirectly, and the therapeutic effect of the food shall not be expressed or implied by the promotion of the effect of certain ingredients.

8.3 Do not express or imply that it is a substitute for breast milk, and do not use images of breastfeeding women and babies.

8.4 The names or images of medical institutions, doctors, experts and consumers shall not be used as proofs; where specific functions are designed in food advertisements, the names or images of experts and consumers shall not be used as proofs.

8.5 Advertisement on ordinary food shall not promote health functions, and shall not express or imply health functions by promoting the effect of certain ingredients, or compare the effects with other foods, health foods or medicines.

8.6 Ordinary food shall not advertise the ingredients or special nutrients contained in new resource food.

8.7 new resource foods (such as lutein esters, Lactobacillus acidophilus), advertisers should provide the "New Resource Food Trial Production Hygiene Review and Approval Document" issued by the health administrative department of the State Council, or the "New Resource Food Hygiene Review and Approval Document". The approval number should be indicated in the content.

8.8 Advertisers of special nutritional foods should provide the approval document issued by the provincial health administrative department to allow production, and the approval document number should be indicated in the advertisement content.

8.9 Foods that can be used as health food ingredients shall not be advertised in the form of food. Ginseng, American ginseng, Codonopsis, Pueraria, Panax notoginseng/Tianqi, Tianma powder, Dendrobium, Ganoderma lucidum, Angelica, Polygonum multiflorum, Motherwort, Epimedium, Arctium, Arctium Roots, pearls (edible pearls), saffron/safflower, snow lotus and other medicinal and food homologous commodities.

8.10 It is not allowed to simply describe non-added food, and the text should be marked with no added elements, such as: no added flavors and preservatives.

9. Games

9.1 If the advertising copy and material pictures involve the use of the original gimmick for

publicity, the original authorization must be provided, such as: "Inuyasha has finally released a mobile game", etc.

9.2 Game advertisements can not use game equipment sales revenue as a publicity stunt to mislead users.

9.3 Slot machines, video game malls, gambling roulettes, "forest balls", "bonuses", "explosions", etc. are not allowed.

9.4 Chess and Cards, Fishing: Advertising slogans can not contain gambling words such as "gold coin recovery, repayment, top score, Zhuang, get rich, video game city"; can not imply high returns, the content of the report can not involve real currency and money, but game currency Can.

9.5 Advertising slogans are not allowed to use exaggerated terms, such as "popular in Europe and the United States".

9.6 False propaganda: Advertising slogans can not contain false propaganda words such as "don't spend a penny", "this game has no payment points";

9.7 Advertising slogans can not belittle other competitors. Such as "I would rather delete XX fishing than play this game!"

9.8 Advertising slogans can not use copywriting content that is not supported by actual data, such as "male players are unanimously praised, and the online game has received 9.9 points of praise", and other copywriting that requires data support.

9.9 Advertising slogans can not appear "private server, BT, abnormal version, plug-in, GM".

9.10 Advertising slogans can not promise user effects, such as "no need to recharge your phone bills after playing", "can be exchanged for cash online", "games make money, you can not go to work" and other words that imply high returns.

10. Alcohol

10.1 It shall not contain any drinking inducement or instigation or immoderate drinking.

10.2 It shall not appear any description of an act of drinking.

10.3 It shall not contain any description of driving a car, vessel, or airplane driving, among others.

10.4 It shall not contain any explicit or implicit indication that drinking relieves tension and anxiety, increases physical strength, or has any other efficacy.

10.5 No images of minors (including cartoon images of minors) are allowed .

10.6 It can not contain unscientific explicit or implied such as "eliminate tension and anxiety, increase physical strength, enhance physical strength, strengthen physical fitness, prolong life, and relieve fatigue".

10.7 Do not attribute personal, business, social, sports, sexual or other success to drinking, either expressly or implicitly, such as "improve yang, improve sex life, invigorate kidneys, have a successful career, entrepreneurs, successful people, restore one's power" .

10.8 It shall not contain the results of various evaluations, awards, brand-name evaluations, and recommendations for alcoholic products.

10.9 Medical terms or terms that are easily confused with drugs shall not be used.

10.10 It can not contain other content that does not meet the requirements of socialist spiritual civilization construction, violates the good social customs, and is unscientific and untrue.

10.11 Alcohol advertisements, including wine, fruit wine, rice wine and other low-alcohol and fermented wines, shall not be published on the mass media targeting minors.

10.12 Alcohol products are not allowed to appear as prizes or gifts in all kinds of temporary

advertising campaigns, and in advertisements with gifts attached.

10.13 In the process from seeing an advertisement to receiving a drink, the user does not spend a penny, and can advertise for free, and must provide a relevant content (free) commitment letter; if there is shipping, insurance, etc., it can be advertised for free, but it must be clearly marked with the user Shipping, insurance, etc. to be paid.

10.14 It is prohibited to use the names of state organs such as "specially (specially) for XX state organs", "XX (state organs) only", "special products designated by XXX provinces (cities)", "military agents", "military special needs" or similar content.

11. Live Dating or Social Platform

11.1 It is not allowed to place minors' blind date, friends, mail order bride products.

11.2 Dating ads can not imply that someone has or will be searching for or interacting with users through the advertised service, such as "5 women have searched for you".

11.3 Dating categories should not contain suggestive or inducing material, such as "18-year-old girl is waiting for you".

11.4 Dating category should not mention specific country, skin color, region and other informational texts, such as "Dating Asian Girls", "Dating Russian Hot Girls", "Hot Black Girls", etc.

11.5 Minors under the age of 18 may not be targeted.

11.6 Functional products with live broadcast as the main body shall not have private or offline friendships, etc., and shall not use copywriting that emphasizes social attributes, as well as suggestive and enticing content. Such as: "Beautiful women live broadcast, add friends and video with you", "Beauty live broadcasts make friends, don't you come in to see if you are single?" "Dating" and so on.

11.7 Seductive titles can not be used for streamers. Such as: "female college student", "student", "mature woman", "young woman", "goblin/goblin", "beautiful woman", etc.

11.8 It can not contain bad oriented words. Such as: "Big Wave", "Aventure", "In-depth Interaction", "18 Bans", "Don't Watch Under 18", "Old Drivers Only Know", "Welfare Ji", "Lou Feng", etc.

11.9 Do not contain vulgar, suggestive and other badly induced scene collocations:

- ①Indoor location scene + live broadcast/video such as: "live on bed", etc.
- ②Public location scene + bold / unexpectedly like this, such as: "The young lady on the train is very bold", "they did this after all in the crops", etc.
- ③Time scene + live broadcast/video, such as: "late night live broadcast", "midnight live broadcast", etc.
- ④Character and character combination + live broadcast/video, such as: "The boss is too excessive, ask the secretary to do this kind of live broadcast", "Beauty and uncle start live broadcast", etc.
- ⑤The status of the characters after watching the live broadcast, such as: "I can't sleep while watching the live broadcast of a beautiful woman" (judging by the pictures), "I can't stand it or can't resist watching the live broadcast of a beautiful woman", "I'm very excited after watching the live broadcast", etc. .
- ⑥Content scene (food) + live broadcast/video, such as: eggplant, banana, cucumber, carrot,

ham, etc.

⑦Content scene (privacy) + live broadcast/video, such as: "secret live broadcast", "private photo video", etc.

⑧Beauty + fee, such as: "Beauty videos are paid to watch", etc.

The following are prohibited cases:



VII. Protection for Minors

1. A minor under the age of ten shall not serve as an endorser.
2. Advertisements on goods or services that target minors under the age of 14 shall not contain:
 - (1) any inducement of such minors to ask their parents to purchase the advertised goods or services;
 - (2) any unsafe activity that may cause imitation by such minors.
3. Sexual content intended for an adult audience, inappropriate for minors, and other inappropriate content to minors is prohibited. It is forbidden to send sensitive media content that is not suitable for display to minors. For example, if the relevant content is classified according to the laws and regulations of the delivery area, it is forbidden to push to minors to be classified as unsuitable for their viewing or unsuitable for them to watch alone (parental accompaniment is required).
4. Promotion of products to minors that are regulated or prohibited by law from being directed to children (e.g. alcoholic beverages, tobacco) is prohibited. In addition, the promotion of products closely related to alcoholic beverages, tobacco (eg, vineyard tours, e-cigarettes) is prohibited.
5. Ads promoting astrology, occult or paranormal content to minors are prohibited.
6. Cosmetics intended primarily to improve body image and other products related to topical personal care are prohibited to minors, including ads related to cosmetic or cosmetic procedures, tanning, tattoos, or piercings.
7. Promotion of contests or sweepstakes to minors, even if it is free to enter, is prohibited.
8. The promotion of dangerous content to minors is prohibited, such as content that is dangerous or inappropriate for users under the age of 13, or content that generally requires an adult to watch, such as fireworks, weapons, or weapon zero parts, and content involving hunting or paintballing.

9. Ads promoting dating services, marriage agencies, emotional advice or counseling to minors are prohibited.
10. Promotion of content involving boxing, wrestling, martial arts and self-defense training to minors is prohibited.
11. Ads promoting online or real-world gambling, lotteries, or gaming, including content involving casino-hosted entertainment and casino-hotel accommodations, are prohibited.
12. Content involving a variety of health care and medical issues, including reproductive health, substance abuse or recovery, eating disorders, "magic cures" and health insurance, is prohibited. Also includes ads related to weight loss, dieting and nutrition.
13. Products/services that are settled by periodically charging mobile phone value-added service fees, such as ringtone subscription services, are prohibited.
14. Content involving platforms or services whose primary purpose is to allow users to connect and communicate with each other is prohibited. This includes, but is not limited to, social and professional networks of friends and colleagues, services that provide opportunities to communicate with strangers, or virtual worlds and platforms for users to broadcast live.
15. Ads promoting drugs or pharmaceuticals, vitamins and nutritional supplements are prohibited.
16. Political advertising of any type is prohibited, including information related to political candidates, political action committees, or their policy positions. Also includes content that touches on sensitive or controversial social issues.
17. References to death, murder, funerals, and natural disasters are prohibited.
18. Religious advertising of any kind is prohibited.
19. Content involving the sale of, or providing information about, spray paint, aerosol paint, glass etched materials, or graffiti products is prohibited.
20. It is prohibited to imply that the services being offered are helpful in detecting surveillance partners or finding content that third parties do not share personal information. Also includes services that search public records for arrest records (such as finding sex offenders).
21. Ads promoting video games are prohibited if their industry rating is inappropriate for an audience under the age of 13, or if the video game falls into one of the following categories:
 - (1) Games closely related to casinos and gambling (even if such games do not involve wagering of actual funds, but will be recognized as gambling games according to the laws of the region where they are placed) or winning guidelines for such games
 - (2) Games involving pornographic elements or other adult content
 - (3) Promoting games that involve characters kissing or otherwise engaging in romantic pursuits
 - (4) Content containing weapons or other violence, elements of war, or any material that directly or indirectly harms others.
22. The promotion of violence, gore, and explicit content that is intended for an adult audience and is not appropriate is prohibited.
23. Ads with imagery that may frighten younger audiences, such as zombies, skeletons, masks, scary clowns, and blood, are prohibited.
24. Ads that use vulgar or vulgar humor or disturbing imagery in product promotion content are not permitted.
25. Ads that contain profanity or sexually suggestive content are not permitted.
26. Ads showing men or women with visible nudity or wearing light sheer clothing (regardless of

whether the imagery is sexually suggestive) are prohibited.

27. Promotional information or content that incites children to buy products or services, or encourages parents or others to buy, is prohibited.

28. Paid ads can not mislead children or make any deceptive or unsubstantiated claims. All claims and claims must be substantiated in the ad; it can not imply that the advertised product enhances the user's social status; it can not contain ineffective features or calls to action, and the ad requires the user to perform an action that can be accomplished.

VIII. Banned Terms

1. Banned terms for adult-oriented products

Adult, passion water, aphrodisiac, fragrance, drug, ecstasy, pornography, triazolam, thickening, enlargement, growth, fly water, imitation, adult film, small film, passion, pornographic film, erotic service, Dew point, bump, bump, breasts, big breasts, breasts, breasts, big breasts, buttocks, buttocks, buttocks, cheating, wet body, leaking spring light, showing spring light, AV, actress, prostitute, kinky Doll, slut, masturbation, sexual obscenity, sex, adultery, vacuum, lasciviousness, masturbation, etc.; bisexual, streaking, candid photography, adult, sexual knowledge, sex education, body art, body photography, body painting, swimwear, gay, three-point, tease, seduce, passion, naked, strip, rape, rape, erotic, nude, naked, naked, hot, sexy, slutty, dance, shemale, big wave, strip naked chat, candid photography, extramarital affairs, one night stand, wife swap, etc.

2. Banned terms on beauty products

Radical cure, eradication, eradication, eradication, guaranteed cure, self-healing, absolutely effective, safe without side effects, drug-to-disease, thorough treatment, therapy, no medication, non-drug, get rid of medication, withdrawal, hypoglycemic, hypotensive, Lipid reduction, easy solution, get it done, say goodbye, take effect, get rid of, just like, ok, special effect, recovery, recovery, non-recurrence, successful cracking, stay away, eliminate, isolate, isolate, guarantee, ensure, regulate, control, turn negative Reality, natural insulin, "new breakthroughs in XX disease, new methods, new achievements, historical leaps", nemesis, conquering, lifelong non-rebound, become bigger after one touch, take effect in XX days, etc.

3. Banned vulgar Internet terms

Hungry, TM, Nima, your sister, fucking, niubi, egg pain, mommy, fuck, long-lasting, firm, bigger and bigger, diaosi, doubi, zhuangbi, fucking your mother, motherfucker, bige, tamade, sibi, guncu, little bitch, silly X, kneeling and licking, green tea bitch; pornographic photos of celebrities, secretary in the boss's room, etc.

Remarks: Homophonic words meaning personal attacks are not allowed, such as Nima, Nidaye, etc.; homophonic words meaning human organs are not allowed, such as egg pain, niubi, etc.; ridicule without derogatory meaning can be passed, such as local tyrants, etc.

4. Banned terms on games

Plug-in, QQ tail, Trojan virus, Wizard of Warcraft, Plug-in of Warcraft, Bigfoot of Warcraft, Wizard of World of Warcraft, Plug-in of World of Warcraft, Bigfoot of World of Warcraft, Wizard of Warcraft, Plug-in of the World of Warcraft, Bigfoot of the World of War, Wizard of Warcraft, Plug-in of Wow, Bigfoot of Warcraft, Wow Shell, wow big foot and other World of Warcraft plug-in keywords, etc.; including game keywords submitted by private servers, plug-in

software, private server rental websites, etc.

5. Banned terms on part-time, recruitment publishing content

Attacker, card king, hacker, rubbing the net, phishing, netpas, mutual brushing, brushing drilling, surfing the Internet without payment, network thugs, proxy voting, water army, soft article publishing, network crisis public relations, rewarding part-time posts, Recruitment of posters, voting services, online executive studios, online voting, online hype executive experts, online hype, negative retraction, voting, swiping, pyramid schemes, mass message senders, calling to death, fans, voting companies, online pushers, Ticket brushing company, irrigation company, Taobao brushing credit, etc.

6. Banned terms on stock trading software

Recommended stocks, zero risk, bull (bear) stocks market, bull stocks, demon stocks, dark horse stocks, daily limit, insider information, insider trading, insider information, insider trading, experts, discounted trading of stocks or securities, etc.

7. Banned extreme expressions

"Most" Most, Best, Favorite, Most Earning, Largest, Greatest, Highest, biggest, Highest, Most Extravagant, Lowest, cheapest, lowest price ever, most popular, most fashionable, most gathered, most suitable, most comfortable, first, most advanced, most advanced science, latest

The first, the gold medal, the exclusive, the world's first, the whole network's first, the leading, the leader, the super earning, the superstar

"Level" national level, international level, world level, tens of millions, millions of seconds kill the whole network, the whole network champion, the leading brand, the top technology, the crown of the whole network, the king of the whole network, the sales champion, the whole network bargain hunter, Word of mouth top / bottom price of the whole network, category / bottom price of peers

"One" first, first in China, first in the whole network, first in sales, first in ranking, unique, first brand, NO.1, TOP1, unique, first in the country, only once (one), last Yibo, one of the largest X brands in the country, the best in sales (can be used only after certification from the Housing and Urban-rural Development Commission)

Appendix: Banned Terms on cosmetic products, medicine, health products, etc.

I. Prohibit Terms that falsely exaggerate the attributes/efficacy of commodities

1. Exaggerated description of product attributes
Leading brand, one of the world's largest X brands, one of the national X largest brands, well-known trademarks, Chinese famous brands, CCTV, CCTV brands, etc. Famous trademark (relevant approval documents are required)
2. Exaggerated description of the efficacy of the product
Special effect; high efficiency; full effect; strong effect; quick effect; marked effect; miraculous effect; miraculous effect; broad spectrum (except sunscreen); quick whitening; one wash white; one wash black; permanent (except hair color products); anti-oxidation; effective in XX days ;XX cycle effective; Activated; All-round; All-weather; Safe; Non-toxic; Liposuction; Liposuction; Burn fat; Thin (body, face, legs); Lose weight; Strengthen and strengthen body muscle tissue; ; Prevent (skin aging); Second skin; Enhance subcutaneous tissue metabolism; Deep layer; Cell regeneration; DNA regeneration; Improve (protect) memory; Remove wrinkles; repair broken elastic (force) fibers; stop loss; adopt new coloring mechanism to never fade; quickly (repair UV-damaged skin); renew skin; destroy melanocytes; block the formation of melanin; breast enhancement; breast enhancement; make Plump breasts, etc.

Note: Special-purpose products such as special-purpose cosmetics and health care products (subject to the approval of the regulatory authority) can claim the specified efficacy in the corresponding category, such as hair growth, hair coloring, perm, hair removal, beauty milk, bodybuilding, deodorant, freckle removal, sun protection , Whitening effects, such as losing weight, slimming, prolonging life, nourishing kidney, anti-aging, promoting brain development, promoting bone growth, repairing gastric mucosa, lowering blood pressure, lowering blood fat, lowering blood sugar, relieving visual fatigue, enhancing immunity, antioxidant, etc.

II. Prohibited Medical terms

Prescription; drug formula; drug preparation; drug; traditional Chinese medicine; Chinese herbal medicine; traditional Chinese medicine; ancestral secret recipe; medicine; medical treatment; medical treatment; doctor; doctor; nurse; diagnosis; obvious effect through clinical observation of xx cases; skin allergy; skin Disease; dermatitis; papules; pustules; tinea pedis; onychomycosis; tinea capitis; tinea capitis; tinea cruris; athlete's foot; athlete's foot; Hair loss; hair follicle activation; cold and flu; menstrual pain; myalgia; headache; abdominal pain; constipation; asthma; bronchitis; indigestion; insomnia; cuts; burns; scalds; sores and carbuncles; folliculitis; skin infections; ; Fungi; Candida; Pityrosporum; Anaerobic bacteria; Tooth spore; Acne; Hair follicle parasites; Estrogen, sex hormones; Androgens; Hormones; Antibiotics; Hormones; Central nervous system; Cell proliferation and differentiation; Immunity; Affected area; scars; joint pain; frostbite; frostbite; stretch marks; oxygen exchange between skin cells; redness and swelling; lymph fluid; capillaries; lymphatic poisoning, etc.

Note: Medical, pharmaceutical and medical devices (subject to regulatory approval) can use corresponding medical terms within the scope of approval.

III. Prohibit terms that express or imply that they have therapeutic effects on diseases

Treatment; sterilization; antibacterial; sterilization; antibacterial; sterilization; antibacterial; disinfection; detoxification; detoxification; swelling; Desensitization; improve allergic phenomena;

reduce skin sensitivity; calm; ; delay menopause; tonify kidney; expel wind; grow hair; prevent cancer; anti-cancer; remove scars; lower blood pressure; prevent and treat hypertension; prevent ovarian and uterine dysfunction; Eliminate spots; remove freckles, chloasma, mottled spots, pregnancy spots; spot-free; no spots; treatment of alopecia areata, alopecia totalis; layer-by-layer reduction of various pigmentation spots; hair regeneration; hair regeneration; black hair; (treatment) Rosacea; wound healing; removal of toxins; relief of spasms and convulsions; relief or relief of disease symptoms, etc.

Note: 1) No indications are allowed; 2) Except for disinfection products and daily chemical products with special functions (such as washing products, human body cleaning products, etc.), it is prohibited to use in cosmetics and other product materials directly applicable to the human body Antibacterial, antibacterial, sterilization, sterilization, antibacterial, etc. 3) Medicines, medical devices and health foods (subject to regulatory approval) can claim the prescribed efficacy within the scope of approval.