



Policies for Products Promoted outside Mainland China

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Part I Overview

Mintegral is an AI-driven, programmatic and interactive ad platform. Dedicated to bridging the gap between East and West, and through full-stack programmatic advertising technology products and services, it provides global advertisers and mobile developers acquisition, monetization and creative solutions so they can reach their marketing goals.

In *Mintegral Ad Policies for Products Promoted outside Mainland China* (hereinafter “**Policies**”), we refer to advertisers and advertising demand-side platforms as "you / your". Thank you for choosing Mintegral programmatic ad platform. **Policies** stipulate the types of products that are allowed to be accessed and promoted outside the People's Republic of China (hereinafter “PRC”) (For the purposes of **Policies**, when the ads target Hong Kong, Macao and Taiwan of China, **Policies** shall be applied.), that is, when relevant laws and regulations of areas outside the PRC apply to your advertisements, **Policies** shall be applied.

As an advertiser or advertising demand-side platform using Mintegral’s technical service, **it is your responsibility to make sure that both you and your ads (including but not limited to the promoted products, services, advertising creatives, any intermediate pages and landing pages pointed to by advertising creatives) comply with all applicable laws, rules, regulations, and industry standards in each geographical area where the advertisements may appear. Audiences of Mintegral represent a wide array of genders, races, ethnicities, abilities, ages, religions, sexual orientations and backgrounds, so you must be honest about the products or services that you promote, and must avoid content that may mislead or offend our audiences.** Mintegral strictly prohibits you from promoting to end users products that do not comply with the laws and regulations of the targeting areas by modifying the landing page or through in-app direction without authorization. Mintegral may require your written commitment to product compliance, depending on the content of your proposed advertisement.

We periodically update our policies according to the legal change and legal amendment of the targeting area. Please check this page often to ensure that you are always up to date on our latest policy requirements. **This document is not intended to be a comprehensive overview of all our ads policies. It is highlighting some key ads policies that frequently reoccur. Our policies are not intended as legal advice. We encourage you to consult with your legal advisor if you have questions about the laws and regulations concerning your ads.**

Mintegral has no obligation to monitor products or their contents. If Mintegral

knows and determines at its own discretion that a product or any part thereof and the advertising content violate the applicable laws and regulations or the Policies, Mintegral reserves the right to refuse, delete or request to modify the ad at its own discretion and for any reason. Mintegral may suspend or terminate your ad account(s) for severe or repeated Policies violations. All examples are illustrative, and Mintegral reserves the right to reject advertising campaigns that do not comply with the Policies at its own discretion. For those policies that require Mintegral's prior approval, please engage your appropriate client support team.

Part II Specific Policies

Unless otherwise specified, the relevant concepts in the **Policies** have the following meanings. In the meantime, you need to pay special attention to the following:

1. The term “product” in the **Policies** refers to a broad concept, including any entity or Internet-based product or service.
2. “Overseas” mentioned in the **Policies** refers to areas outside the mainland of the PRC, including Hong Kong Special Administrative Region, Macao Special Administrative Region and Taiwan, China.
3. The “prohibited product” mentioned in the **Policies** refers to the products prohibited by general legal principles, international practices, relevant laws and regulations of targeting areas, and regulatory system.
4. The “restricted product” mentioned in the **Policies** refers to the products that need to have certain certifications or obtain specific licenses according to general legal principles, international practices, relevant laws and regulations of targeting areas, and regulatory system.

I. Prohibited Products

The prohibited products in this section include: (1) products prohibited by general legal principles, international practices, relevant laws and regulations, and regulatory systems; (2) products that may cause serious adverse effects according to Mintegral's assessment, based on the need to safeguard the possible public interest and the legitimate rights and interests of others, and to regulate the content of advertisements. Specifically including but not limited to:

1. Counterfeit products

When referring to the brand name, neither is it allowed to use high imitation, copy,

counterfeit, imitation, reprint or similar words to describe the advertised products, which mimic the brand features of the product in an attempt to pass themselves off as a genuine product of the brand owner; nor to imitate the characteristics of a genuine product to pretend to be authentic. Example: counterfeit products that use genuine brand names, labels or logos.

2. Explosive materials and content

Including but not limited to:

- (1) Products designed specifically for explosive purposes that will cause damage to nearby people or property. Examples: spike bombs, chemical bombs, all explosive fireworks, firecrackers, grenades.
- (2) Guiding content about the assembly, improvement or acquisition of explosives in the advertisement. Examples: websites related to bomb making; 3D printing policy, software or equipment for grenade parts.

3. Drug-related materials and services, prohibited or recreational drugs

Illicit and recreational drugs, drug abuse tools, drug testing equipment or commodities for evading drug detection. Including but not limited to:

- (1) Ads for substances that alter mental state for the purpose of recreation or otherwise induce "highs". Examples: Cocaine, crystal meth, heroin and other illicit opioids, marijuana, cocaine substitutes, mephedrone, "legal highs".
- (2) Ads for products or services marketed as facilitating recreational drug use. Examples: Pipes, bongs, cannabis coffee shops.
- (3) Ads for instructional content about producing, purchasing, or using recreational drugs. Examples: Forums to exchange tips or recommendations on drug use.
- (4) Illegal or sensitive drugs and services. Oils, health products or nutrients derived from or containing cannabis, cannabis diphenol (CBD), THC or other cannabis-related substances.
- (5) Others that Mintegral unilaterally determines as the sale or use of prohibited or recreational drugs, as well as those unsafe substances, products or supplements.

4. Illegal sexual encounter dating and service

Including but not limited to:

- (1) Escort services, minor dating, dating explicitly motivated by sexual encounters, advertising copy or websites that promote casual sexual contact, extramarital affairs and online love. Examples: Hook-up or fling dating, swinger dating sites.
- (2) Adult supplies or services, sex toys, etc. Advertisements promoting sexual and reproductive health products or services such as contraceptives and family planning must target audiences over the age of 18 and must not emphasize sexual

pleasure.

Advertisements must not contain adult content. This includes showing nudity, suggestive or naked descriptions of sexual gestures, as well as activities that are overly sexual suggestive or sexually provocative. Ads that assert or imply the ability to meet someone, connect with them or view content created by them must not be positioned in a sexual way or with an intent to sexualize the person featured in the ad.

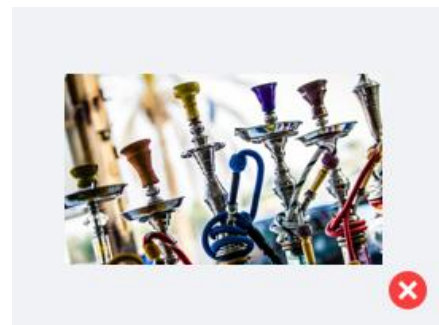
5. Tobacco

The following is not allowed (non-exhaustive):

- (1) Ads for tobacco or any products containing tobacco. Examples: Cigarettes, cigars, snus, chewing tobacco, rolling tobacco, pipe tobacco.
- (2) Ads for products that form a component part of a tobacco product, as well as products and services that directly facilitate or promote tobacco consumption. Examples : Rolling papers, pipes, tobacco filters, hookah lounges, cigar bars.
- (3) Ads for products designed to simulate tobacco smoking. Examples: Herbal cigarettes, electronic cigarettes, e-cigarettes.

The following is allowed:

- (1) Blogs and groups of people interested in tobacco-related topics communicate with each other, provided that these services do not involve the sale of tobacco or tobacco-related goods.
- (2) Anti-smoking campaigns and e-books, smoking addiction counseling services and smoking cessation programs or institutions.



6. Lethal and non-lethal weapons

The following is not allowed (non-exhaustive):

- (1) Guns, gun parts, tool kits, maces, black powder and ammunition, bows, slingshots and other projectile weapons, air guns, bb guns, paintball guns, shotguns, gun silencers or suppressors, gun mounted flashlights, gun sight and sights.
- (2) Ads for knives that are designed or promoted (in modern-day usage) as products that can be used to injure an opponent in sport, self-defense, or combat.

- (3) Ads for any knife design that provides a confrontational advantage (including disguised appearance or assisted-opening mechanism). Examples (non-exhaustive): Switchblades, fighting knives, sword-canes, balisongs, military knives, push daggers, throwing axes
- (4) Ads for any other product that is designed to (in modern-day usage) injure an opponent in sport, self-defense, or combat. Examples (non-exhaustive): Throwing stars, brass knuckles, tasers, pepper spray.
- (5) Ads for instructional content about the assembly, enhancement, or acquisition of any product covered under the Other weapons policy. Examples (non-exhaustive): Guides, software, or equipment for 3D printing of push daggers, brass knuckles, throwing stars.
- (6) Knives (except kitchen knives, tableware and general multi-purpose camping knives). Knives and other bladed items are prohibited in the Netherlands, except kitchen knives, tableware or silverware.
- (7) Weapons of any type, including pepper spray, non-kitchen knives, swords, spears, taser guns, truncheons, batons or self-defense weapons.
- (8) Advertisements promoting gun waving.

The following is allowed:

- (1) Ads for gun parts and associated items that increase the safety of a gun. Examples: Gun locks, trigger locks, safety pins, chamber block
- (2) Blogs and groups of users interested in weapons related topics, provided that these services do not involve the sale of such goods.
- (3) Safety courses for gun training or license plates, books and videos on gun safety.
- (4) Plastic guns and weapons toys.
- (5) Hunting, self-defense and military clothing and equipment, such as shooting targets and target throwers (the minimum age of the advertising audience must be set at 18 years old or above).
- (6) Pistol holster and gun belt accessories (the minimum age of the advertising audience must be set to 18 years old or above).
- (7) Gun safe, gun rack (including bipod), holster and gun belt (the minimum age of the advertising audience must be set at 18 years old or above).
- (8) Protective equipment and protective clothing (including vest) (the minimum age of the advertising audience must be set at 18 years old or above).
- (9) Paint, coating or wrapping of weapons and magazines (the minimum age of advertising audience must be set to 18 years old or above).

7. Products, technology or websites with the following intention

- (1) Infringe, encourage or enable the infringement of the intellectual property or personal rights of others.
- (2) Promote any illegal or dangerous activities, including forged document services, imitation of brand-name goods, cable unscramblers, fireworks or

websites that promote hacker attacks or evade law enforcement.

- (3) Products, services, programs, or opportunities that are deceptive or misleading (including those intended to defraud users of money or personal information).
- (4) Products or services that help users mislead others. That is, it is not allowed to promote products whose main intention is to help users to cheat or defraud. Examples(non-exhaustive):
 - a. Creation of fake or false documents such as passports or diplomas;
 - b. Selling numbers (e.g., “credit privacy numbers”) that mimic the appearance of national identification numbers; services that broker the inclusion of clients as authorized users on credit lines;
 - c. Aids to pass drug tests;
 - d. Paper-writing or exam-taking services;
 - e. Selling falsified user activity in the form of invalid clicks, reviews, or social media endorsements;
 - f. Products designed to help users avoid security systems, such as hacker or cracking software;
 - g. Products designed to facilitate individuals to peek or take pictures of others, such as spy cameras, cell phone trackers or other hidden surveillance devices;
 - h. Products intended to deliberately destroy communication or signal sharing, such as jammers and descrambling devices that interfere with the normal connection between mobile phones and mobile base stations;
 - i. Vehicle modification equipment designed to modify vehicles to deceive others, such as license plate shelters, odometers, radar detectors, and traffic light controllers;
 - j. Products help or encourage others to access digital content goods or services in an unauthorized manner, such as the sale or use of set-top boxes;
 - k. Products designed to facilitate cheating in examinations or passing drug tests by deception, such as article or paper writing services, examination services, or auxiliary tools to facilitate passing drug tests by deception;
 - l. Advertisements shall not promote forged documents, such as fake degree certificates, fake passports, fake immigration documents or counterfeit currency;
- (5) Products or services that enable a user to gain unauthorized access (or make unauthorized changes) to systems, devices, or property. Examples (non-exhaustive): Hacking services, stealing cable, radar jammers, changing traffic signals, phone or wire-tapping.
- (6) Products or services that enable a user to track or monitor another person or their activities without their authorization. Examples(non-exhaustive): Spyware and technology used for intimate partner surveillance including but not limited to spyware/malware that enable a user to monitor texts, phone calls, or browsing history; GPS trackers specifically marketed to spy or track

someone without their consent; promotion of surveillance equipment (e.g. cameras, audio recorders, dash cams, nanny cams) marketed with the express purpose of spying.

This does not include (a) private investigation services or (b) products or services designed for parents to track or monitor their underage children.

8. Others

- (1) Malware, scareware, spyware. That is, advertisements shall not contain spyware, malware or any software that will lead to an unexpected or deceptive user experience, including links to websites that contain such content.
- (2) Pre-natal gender selection and determination test products and services, fertility clinics and fertility research services.
- (3) Channeling and related content, except for entertaining Tarot and Tarot games.
- (4) Religious or spiritual services. Switzerland, Germany, Denmark, Finland, France, the Netherlands, Norway and Sweden should not be involved in promoting Scientology or Dianetics, such as books published by L Ron Hubbard.
- (5) Shock collars (including pet training collars with any type of shock function) and pinch or choke collars.
- (6) Any spy cam and/or voice bug disguised as an everyday item that is capable of transmitting video/audio via WIFI/GRMS/IP/GSM/Bluetooth to someone else, without the person knowing they are being recorded (Germany only).
- (7) Unsafe supplements, including but not limited to synthetic steroids, chitosan, shikonin, dehydroepiandrosterone, ephedra and human growth hormone, testosterone, fat burning agents and fat blockers.
- (8) Get-rich-quick and pyramid schemes. Ads promoting income opportunities must fully describe the associated product or business model, and must not promote business models offering quick compensation for little investment, including multilevel marketing opportunities.
- (9) Ads must not promote penny auctions, bidding fee auctions or other similar business models.
- (10) Ads must not promote the sale of human body parts or fluids.
- (11) Ads must not promote financial products and services that are often associated with misleading or deceptive promotional activities.
- (12) Infringement on third party. Ads shall not contain content that infringes or violates the rights of any third party, including copyright, trademark right, privacy right, image right or other personal rights or ownership.
- (13) If the product is an application, it shall not be junk software, including the use of equipment hardware and network in a harmful or unwelcome way.
- (14) Ads or destinations must clearly specify the promoted products, and the

promotion of blank unknown products, services or any blank landing pages is not allowed.

- (15) In addition to the aforementioned, advertisements shall not contain, advocate or promote other illegal goods, services or activities. Advertisements aimed at minors shall not publicize bad, illegal or unsafe goods, services or contents, nor use or mislead minors, nor create undue pressure on minors of the target age group.

II. Restricted Products

Restricted products refer to products that need to be licensed or approved by the relevant competent authority in the targeting area. If you fail to provide Mintegral with a license or qualification certificate in accordance with law, the product is prohibited from being published. If you are an advertising demand-side platform, you need to require your advertiser to provide a license or qualification certificate in accordance with the relevant laws of the targeting area. When Mintegral acts as a neutral information exchange platform, you may not be required to provide the relevant license or qualification for pre-examination, but Mintegral reserves the right to require you to provide the appropriate license or qualification at any time.

At the same time, you must promise that all restricted products shall not be served to minors or children (hereinafter referred to as "minors") as defined by the relevant laws of the targeting area.

1. Alcohol

We abide by local alcohol laws and industry standards, so we don't allow certain kinds of alcohol-related advertising, both for alcohol and drinks that resemble alcohol. Some types of alcohol-related ads are allowed if they meet the policies below, don't target minors, and target only countries that are explicitly allowed to show alcohol ads.

(1) Alcohol sale

We consider ads to be promoting the sale of alcoholic beverages when one or more alcoholic beverages are featured in the ad, and alcohol can be purchased on the destination site or app.

Allowed: We allow advertising for the online sale of alcoholic beverages to run in the countries below.

Not allowed: Advertising for the online sale of alcoholic beverages is not allowed

to run in any countries not listed below. If your campaign targets only countries that aren't listed, your ad will be disapproved.

Albania	Germany	Panama
Argentina	Ghana	Peru
Australia	Greece	the Philippines
Austria	Hong Kong	Portugal
Belgium	Hungary	Puerto Rico
Bosnia and Herzegovina	Iceland	Romania
Brazil	Ireland	Senegal
Bulgaria	Israel	Singapore
Cambodia	Italy	Slovakia
Canada	Japan	South Africa
Chile	Kenya	Spain
Columbia	Latvia	Sweden
Costa Rica	Luxembourg	Switzerland
Cyprus	Malta	Uganda
Czech Republic	Mexico	Ukraine
Denmark	Montenegro	United Kingdom
Estonia	Netherlands	United State
France	New Zealand	

Promoting the sale of alcoholic beverages with a volume of below certain percent. The advertiser should indicate the highest alcohol by volume (ABV) on the landing page. Countries/areas that allow such ads:

- Ecuador (5% or less alcohol)
- India (0% alcohol)
- Indonesia (0% alcohol)
- Vietnam (less than 5.5% alcohol)

(2) Alcohol information

Branding and informational ads include promotions which focus on alcoholic beverages, or spread awareness of alcoholic beverages, but which do not offer them for online sale.

Allowed: We allow brand or informational advertising for alcoholic beverages to run

in the countries below.

Not allowed: Brand or informational advertising for alcoholic beverages is not allowed to run in any countries not listed below. If your campaign targets only countries that aren't listed, your ad will be disapproved.

Albania	Germany	Paraguay
Argentina	Ghana	Peru
Australia	Greece	Philippines
Austria	Honduras	Portugal
Belgium	Hong Kong	Puerto Rico
Bosnia and Herzegovina	Hungary	Romania
Bolivia	Iceland	Senegal
Brazil	Ireland	Singapore
Bulgaria	Israel	Slovakia
Cambodia	Italy	South Africa
Canada	Japan	South Korea
Chile	Kenya	Spain
Columbia	Latvia	Sweden
Costa Rica	Luxembourg	Switzerland
Cyprus	Maltese	Taiwan, China
Czech Republic	Mexico	Uganda
Denmark	Montenegro	Ukraine
Dominican Republic	Netherlands	United Kingdom
El Salvador	New Zealand	United States
Estonia	Nicaragua	Uruguay
France	Nigeria	
Panama	Venezuela	

Brand or informational advertising for alcoholic beverages with a volume of below certain percent. The advertiser should indicate the highest alcohol by volume (ABV) on the landing page. Countries/areas that allow such ads:

- Ecuador (5% or less alcohol)
- India (0% alcohol)
- Indonesia (0% alcohol)
- Vietnam (less than 5.5% alcohol)

(3) Locale-specific requirements

A. Australia

- a. Day-parting: Alcohol ads can be displayed between 8.30pm and 5am.
- b. Alcohol ads must contain a responsible drinking message.
- c. Ads cannot contain models that look under the age of 25.

B. Austria

- a. Day-parting: Alcohol ads should be displayed only between 12pm (midday) and 6am only.

C. Belgium

- a. Ads for beer must include the following warnings in Dutch: “Bier drink je met verstand” or in French: “Une bière se déguste avec sagesse”.
- b. Ads for all other alcoholic beverages must include the following warnings in Dutch: “Ons vakmanschap drink je met verstand” or in French: “Notre savoir faire se déguste avec sagesse.”
- c. Day-parting: Alcohol ads can be displayed between 12pm (midday) and 6am only.

D. Brazil

- a. Day-parting: Alcohol ads should be displayed only between 12pm (midday) and 6am only.
- b. Models in alcohol ads cannot be, nor have the appearance of being, under the age of 25.
- c. Alcohol ads must not link alcohol with any sporting activity.
- d. Alcohol ads must include one of the following warnings in upper case:
- e. BEBA COM MODERAÇÃO (“Drink with moderation”)
- f. A VENDA E O CONSUMO DE BEBIDA ALCOÓLICA SÃO PROIBIDOS PARA MENORES (“Sale and consumption of alcoholic beverages are prohibited for minors”)
- g. ESTE PRODUTO É DESTINADO A ADULTOS (“This product is intended for adults”)
- h. EVITE O CONSUMO EXCESSIVO DE ÁLCOOL (“Avoid excessive alcohol consumption”)
- i. NÃO EXAGERE NO CONSUMO (“Do not exaggerate in consumption”)
- j. QUEM BEBE MENOS, SE DIVERTE MAIS (“Who drink less, have more fun”)
- k. SE FOR DIRIGIR NÃO BEBA (“If driving, do not drink”)
- l. SERVIR BEBIDA ALCOÓLICA A MENOR DE 18 É CRIME (“Serving alcoholic beverages to minors under the age of 18 is a crime”)
- m. Ads for beer must either include one of the above or below warnings:
- n. CERVEJA É BEBIDA ALCOÓLICA. VENDA E CONSUMO PROIBIDOS

PARA MENORES (“Beer is alcoholic drink. Sale and consumption prohibited for minors”)

- o. SERVIR CERVEJA A MENOR DE 18 É CRIME (“Serving beer to minors under the age of 18 is a crime”)
- p. Video ads for alcohol must include one of the above disclaimers delivered verbally and in the copy at the end of each ad.
- q. Ads for non-alcoholic beer are exempt from carrying a warning provided they do not refer to the brand, slogan or promotional phrase of the alcoholic beverage.

E. Canada

- a. Day-parting: Alcohol ads can be displayed between 8pm to 5am and 12pm to 3pm. Day-parting is not required for ads that promote branded products other than alcoholic beverages (e.g., Bud baseball cap) providing they run off gateways and link-in.

F. Denmark

- a. All ads must comply with the Danish Regulation on Marketing of Alcoholic Beverages issued by the “Alkoholreklamenævn” if the beverage contains more than VOL 0.5% alcohol.
- b. Sports: ads cannot be associated with sports.
- c. Models in ads cannot be, nor have the appearance of being, under the age of 25.
- d. Alcohol ads cannot feature alcohol being consumed in an educational institution. For example, a university campus or evening college.
- e. Day-parting: Alcohol ads can be displayed between 12pm (midday) and 6am only.

G. Finland

- a. Ads for alcohol beverages exceeding 22% alcohol by volume are prohibited.
- b. Day-parting: Alcohol ads can be displayed between 12pm (midday) and 6am only.
- c. Ads for alcoholic beverages must not:
 - Present the alcohol content of the beverage as being a positive feature
 - Associate alcohol with the participation of a game, raffle, or competition (for example, as a prize)

H. France

- a. Day-parting: Ads can only run between 12 p.m. and 6 a.m.
- b. Disclaimer: Ads must include one of the following statements: “l’abus d’alcool est dangereux pour la santé” or “à consommer avec modération.”
- c. Ads can only contain the following information about the alcoholic beverage: alcohol by volume percentage, origin, denomination, composition, name and address of the manufacturer, agents and depositaries, method of elaboration,

methods of sale, mode of consumption of the product, references to the region of production, references to awards obtained by the beverage, references to the appellation of origin or geographical indication. The packaging for the beverage can be reproduced only if it complies with the preceding ad content rules.

- d. Ads for non-alcoholic products must not feature, promote, or refer to alcohol brands, or the consumption of alcohol. Images of generic alcoholic beverages may be permitted so long as they are not the main focus of the ad.
- e. Day-parting: Alcohol ads can be displayed between 12pm (midday) and 6am only.
- f. Sports: In addition to the contextual situations noted above, ads cannot be associated with sports. Advertising cannot be placed on a website that is published by sport associations, sport companies and federations or professional leagues.
- g. Alcohol ads may not obscure, cover or pop-up in front of the page the user wishes to view. This does not include Spotlight ads, or similar ads which the customer must actively click on to expand.
- h. Depictions of alcoholic beverages in ads for non-alcohol products:
 - Ads for non-alcohol products must not feature, or refer to, specific brands of alcohol; nor promote alcoholic beverages, or the consumption of alcohol, in a general way.
 - Ads may include images of generic alcoholic beverages provided this is not the focus of the ad and the advertiser or company making the promotion has no interest in the promotion of alcoholic beverages.

I. Germany

- a. Stronger alcoholic products, like wine and spirits, are generally considered inappropriate in a sports context.
- b. The following conditions must always be met:
 - Ads must not show people drinking alcoholic products whilst playing sports.
 - Ads must not imply that alcohol makes one better at sports.
 - Alcohol must not be presented as essential to enjoying sports.

J. Japan

- a. Disclaimer: Ads must include a warning statement that follows industry regulations and guidelines for alcohol consumption, for example: “Stop drinking if you are underage or you are driving. Enjoy a moderate amount of alcohol. Please don’t drink if you are pregnant or in a lactation period. Recycle can after drink.”
- b. Advertising hard liquor on the homepage is restricted to beer, cocktails, shochu, sake, plum wine, wine, brandy, and whiskey only. Ads must not show:
 - A person drinking brandy/whiskey in a gulping manner.

- Large bottles or other drinking containers.
- c. Non-alcohol
 - Definition of non-alcohol drink: beverage with 0.00% alcohol strength for adults aged 20 or above which tastes similar to an alcohol drink.
 - Ads must have the warning statement to avoid underage drinking or another guardrail to avoid showing the ads to underage kids.

(4) Any ads containing the following content will be disapproved:

- A. Targeting individuals below the legal drinking age in any country where you want your ads to serve.
- B. Implying that drinking alcohol can improve social, sexual, professional, intellectual, or athletic standing.
- C. Suggesting therapeutic or other benefits to drinking (for example, that alcohol improves performance, contributes to personal success, or solves problems); implying that drinking alcohol provides health or therapeutic benefits (for example “A wine a day keeps the doctor away”).
- D. Portraying excessive drinking favorably or featuring binge or competition drinking.
- E. Showing alcohol consumption in conjunction with the operation of a vehicle of any kind, the operation of machinery, or the performance of any task requiring alertness or dexterity.
- F. Disparaging abstinence from alcoholic beverages.
- G. Focusing on the alcoholic strength of the beverage.

2. Gambling and games

(1) Mintegral allows legal gambling ads if all the following are met:

- A. The gambling-related product must have been approved by local gambling law or the local law allows the placement of such gambling ads. You need to submit to Mintegral the gambling license issued by local authority or the certificate certifying that the product has been approved locally. Gambling licenses adhere to the “One place, one license” principle. Gambling license issued by offshore countries, such as Curacao, Malta, Gibraltar, etc., is not applicable when placing ads outside the offshore countries.
- B. You have entered into the addendum with Mintegral.
- C. Gambling ads must target approved countries, have a landing page that displays information about responsible gambling, and never target minors.
- D. All gambling-related ads must release warnings or disclaimers, which can be “Betting is addictive and can be psychologically harmful”; “This App involves an element of financial risk and may be addictive. Please play responsibly and at your own risk”.

Note that ads for brick and mortar establishments that do not promote gambling are not subject to this policy (except Brazil, Indonesia, Taiwan, and Hong Kong). Example: a travel ad for a stay at a local casino-resort that does not mention gambling.

(2) Gambling ads must not:

- A. Misrepresent the odds of winning or the risks of gambling. For example, ads must not claim that gambling is “risk-free” unless the customer’s losing stake is refunded in full (as cash and not as free bet tokens or credit).
- B. Target at or be likely to appeal to underage individuals (models in gambling ads must, and appear to, reach the adult standard of the targeting areas).**
- C. Depict or refer to alcohol or the consumption of alcohol.
- D. Depict or refer to behavior associated with problem gambling.
- E. Encourage what could be considered excessive or pathological gambling.
- F. Deny that gambling can trigger potential risks or lead to addiction.
- G. Encourage individuals to play beyond their means or refer to consumer credit services.
- H. Link gambling to social, financial, or sexual success.
- I. Represent gambling as a means of solving financial problems or as an alternative to employment.
- J. Claim or imply that a player’s experience, competence or skill reduces or removes the uncertainty of winning or allows a continuous winning.
- K. Imply that a game that is easy to play is also easy to win.
- L. Refer to negative world events, or present gambling as a means of dealing with loneliness or isolation in the context of such events.
- M. You must only target those locales where the gambling product or service promoted is duly licensed. For example, a gambling service licensed in the UK cannot be promoted in France, unless it is also licensed in France.**

(3) Locale-specific requirements

In addition to the requirements above, there may be further restrictions based on which countries your campaign targets. The following are major country-specific requirements.

For countries and regions not mentioned in the following, Mintegral allows the ads to be placed when all requirements listed on **Part II2(1)** are met.

※ To avoid ambiguity, when promoting a product in the following countries, all of the above requirements listed on **Part II2(1)** shall also be met. Gambling includes

offline gambling (offline lottery, offline gambling venues, offline horse racing, offline sports gambling, etc.) and any form of online gambling.

Targeting Area	Requirement or Restriction
Australia	<p>Mintegral allows ads promoting the following online gambling as long as the advertiser is a licensed operator registered with an appropriate Australian State or Territory and provides a valid license:</p> <ul style="list-style-type: none"> • Sports betting • Lotteries • Online gambling • Gambling-related promotional materials such as vouchers and bonus codes • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping
Austria	<p>Mintegral allows ads promoting the following online gambling products as long as the advertiser is licensed by the Austrian Ministry of Finance according to all applicable regulations in Austria and, in the case of sports betting, also provides a valid sports betting permit number issued by the state government in at least one State of Austria according to all applicable regulations in Austria:</p> <ul style="list-style-type: none"> • Online gambling • Online bingo • Sports betting • Online casino games • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping • Gambling-related lotteries
Belgium	<p>Mintegral allows ads promoting the following online gambling products as long as the advertiser is a company registered in Belgium, and if the online gambling activity requires a license, the advertiser provides a valid license number:</p> <ul style="list-style-type: none"> • Online gambling • Online bingo • Sports betting • Online casino games • Online gambling comparison sites as long as no online gambling takes place on the aggregator site • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping • Gambling-related lotteries • Ads must include the following age related warning: “Gok met mate!” (in Dutch) or “Jouez avec modération!” (in French) • Ads must not refer to or feature sportsmen or women.

<p>Brazil</p>	<p>Mintegral allows ads promoting the following online gambling content as long as they are licensed by the Brazilian gambling authorities:</p> <ul style="list-style-type: none"> • Lotteries • Horse racing • Sites that provide information about or a comparison of other gambling services licensed in Brazil, but do not themselves provide gambling activities that require a license. These sites may provide links to gambling services not operated or controlled by the aggregator.
<p>Bulgaria</p>	<p>Mintegral allows ads promoting the following online gambling content as long as they are licensed by the Bulgarian gambling authorities:</p> <ul style="list-style-type: none"> • Online gambling • Online bingo • Online casino games • Sports betting • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related lotteries
<p>Canada</p>	<p>Mintegral allows ads promoting the following online gambling by government-run entities:</p> <ul style="list-style-type: none"> • Lotteries <p>Mintegral allows ads promoting the following types of online gambling by province-licensed entities in certain provinces where legal:</p> <ul style="list-style-type: none"> • Sports betting • Online casinos <p>Mintegral doesn't allow advertising for Internet-based games where money or other items of value are paid or wagered to win a greater sum of money or other item of value, except for Daily Fantasy Sports in certain provinces where legal.</p>
<p>Colombia</p>	<p>Mintegral allows ads promoting the following online gambling content as long as the advertiser is registered with the Colijuegos and provides a valid license:</p> <ul style="list-style-type: none"> • Slot or chance machines • Roulette • Black Jack • Baccarat • Bingo • Poker • Sports betting and fantasy sports games • Sites that provide information about -- or a comparison of -- other gambling services licensed in Colombia, but do not themselves provide gambling activities that require a license. They may provide links to gambling services

	not operated or controlled by the aggregator.
Croatia	<p>Mintegral allows ads promoting the following online gambling content as long as they are licensed by the Croatian gambling authorities:</p> <ul style="list-style-type: none"> • Online gambling • Online bingo • Online casino games • Sports betting • Sites that provide information about or a comparison of other gambling services, but do not themselves provide gambling activities that require a license. These sites may provide links to gambling services not operated or controlled by the aggregator. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related lotteries
Czech Republic	<p>Mintegral allows ads promoting the following online gambling content as long as they are licensed by the Czech gambling authorities:</p> <ul style="list-style-type: none"> • Online bingo • Lotteries • Online casino games • Sports betting • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc.
Denmark	<p>Mintegral allows ads for the following types of online gambling as long as the operator is licensed by the Danish Gambling Authority:</p> <ul style="list-style-type: none"> • Location-based gambling • Online casino games • Online betting • Sports betting • Fantasy sports contests • Slot machines • Gambling-related information such as tips, odds, and handicapping • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related lotteries • Contests/Sweepstakes • Scratch games • Bingo • Horse racing
Egypt	Brick and mortar casino is not allowed;

	Other gambling-related products to be promoted shall meet all of the above requirements listed on Part II2(1) .
Estonia	<p>Brick and mortar casino is not allowed;</p> <p>Mintegral allows ads promoting the following online gambling by state-approved entities with an activity license:</p> <ul style="list-style-type: none"> • Lotteries <p>Operators must display a message on the landing page warning "Tähelepanu! Tegemist on hasartmängu reklaamiga. Hasartmäng pole sobiv viis rahaliste probleemide lahendamiseks. Tutvuge reeglitega ja käituge vastutustundlikult!"</p> <p>Other gambling-related products to be promoted shall meet all of the above requirements listed on Part II2(1).</p>
Ethiopia	<p>Mintegral allows ads promoting the following online gambling by state-run entities:</p> <ul style="list-style-type: none"> • Lotto • Toto • Instant Lottery • Number Lottery • Multiple Prize Lottery • Modern Bingo <p>Mintegral allows ads promoting the following online gambling by state-licensed entities:</p> <ul style="list-style-type: none"> • Tombola or Raffle • Sport Betting Lottery • Conventional Bingo • Promotional Lottery
Finland	<p>Mintegral allows ads promoting the following online gambling by state licensed entities:</p> <ul style="list-style-type: none"> • Online gambling • Online bingo • Sports betting • Online casino games <p>Mintegral allows ads promoting the following gambling-related products by state licensed entities:</p> <ul style="list-style-type: none"> • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping • Gambling-related lotteries
France	Mintegral allows ads promoting the following online gambling as long as the advertiser is registered with ANJ (Autorité Nationale des Jeux), provides a valid operating license number, operates on a ".fr" domain, and publishes a warning on the landing page and also any image ads against excessive or pathological gaming as

	<p>well as a message referring to the help and information system as foreseen by the gambling laws:</p> <ul style="list-style-type: none"> • Online gambling • Online bingo • Sports betting • Online casino games • Lotteries • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping <p>Gambling aggregators are sites that provide information about, or a comparison of, other gambling services, but do not themselves provide gambling activities that require a license. They may only provide links to gambling sites that hold an ANJ operating license, but are not operated or controlled by the aggregator. Aggregators must display a message on the landing page warning against excessive or pathological gaming.</p> <p>The warning message can be any of the following:</p> <p>①“Jouer comporte des risques : dépendance, isolement...Appelez le 09-74-75-13-13 (appel non surtaxé).”</p> <p>②“Jouer comporte des risques : isolement, endettement...Appelez le 09-74-75-13-13 (appel non surtaxé).”</p> <p>③“Jouer comporte des risques : endettement, dépendance...Appelez le 09-74-75-13-13 (appel non surtaxé).”</p> <p>④In English: “Gambling entails risks: debts, addiction ... call the following number 09-74-75-13-13 (no overcharges).”</p> <p>⑤“Gambling entails risks: isolation, debts ... call the following number 09-74-75-13-13 (no overcharges).”</p> <p>⑥“Gambling entails risks: addiction, isolation... call the following number 09-74-75-13-13 (no overcharges).”</p>
<p>Germany</p>	<p>Mintegral allows ads for the following online gambling if, and only to the extent that, the operator or broker (Vermittler) whose gambling offer is being advertised is in possession of a valid gambling operator license or broker license allowing for such advertisement on the Internet issued by the competent German authorities ("Gambling Advertising License"):</p> <ul style="list-style-type: none"> • Sports betting • Horse betting • Lotteries • Virtual slot-machine games* • Online casinos* • Online poker*

	<p>Additionally, you must follow the advertisement guidelines found at recht.nrw.de through June 30, 2021 and any relevant guidelines issued under applicable law by the competent German authority thereafter.</p>
Ghana	<p>Mintegral allows ads promoting the following online gambling by state-run entities:</p> <ul style="list-style-type: none"> • Lotteries <p>Mintegral allows ads promoting the following online gambling by state-licensed entities:</p> <ul style="list-style-type: none"> • National Lotto coupons • Sports betting • Online casinos
Greece	<p>Mintegral allows ads promoting the following online gambling and online gambling-related products provided the operator is appropriately authorized by the Greek authorities:</p> <ul style="list-style-type: none"> • Casino games • Bingo • Sports betting • Lotteries • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping
Hong Kong	<p>Mintegral doesn't allow the following gambling-related content:</p> <ul style="list-style-type: none"> • Location-based or "brick-and-mortar" gambling <p>Mintegral allows ads promoting the following online gambling, when operated by state-licensed entities:</p> <ul style="list-style-type: none"> • Lotteries • Sports betting
Hungary	<p>Mintegral allows online casino games and sports betting as long as the advertiser is registered with the appropriate Hungarian Gambling Authority or the State Tax Authority and provides a valid license.</p> <p>Mintegral allows ads promoting the following online gambling and gambling-relating products by state-run entities:</p> <ul style="list-style-type: none"> • Lotteries • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping
Indonesia	<p>Mintegral doesn't allow the following gambling-related content:</p> <ul style="list-style-type: none"> • Brick and mortar casinos <p>Mintegral doesn't allow advertising for Internet-based games where money or other</p>

	<p>items of value are paid or wagered to win a greater sum of money or other item of value.</p>
Republic of Ireland	<p>Mintegral allows ads promoting the following online gambling and gambling-related products as long as the advertiser is registered as a bookmaker with the Revenue Commissioners and provides a valid license number:</p> <ul style="list-style-type: none"> • Online gambling • Online bingo • Sports betting • Online casino games • Online gambling comparison sites as long as no online gambling takes place on the aggregator site • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping • Gambling-related lotteries <p>Marketing communications for gambling shall not:</p> <ol style="list-style-type: none"> ① suggest that gambling can provide an escape from personal, professional or educational problems such as loneliness or depression; ② portray gambling as indispensable or as taking priority in life; for example, over family, friends or professional or educational commitments; ③ suggest gambling is a rite of passage; or ④ suggest that solitary gambling is preferable to social gambling.
Luxembourg	<p>Ads for online gambling are prohibited.</p> <p>Ads for offline games of chance are permitted provided the advertiser holds a gambling license from the Ministry of Justice and meets all of the above requirements listed on Part II2(1).</p>
Israel	<p>Mintegral allows ads promoting the following online gambling and gambling-related products by state licensed entities:</p> <ul style="list-style-type: none"> • Online gambling • Online bingo • Sports betting • Online casino games • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping • Gambling-related lotteries
Italy	<p>Mintegral allows only ads promoting lotteries with deferred drawing from state-run entities. Ads promoting brick and mortar casinos and online gambling are not allowed.</p>
Japan	<p>Mintegral allows government-controlled gambling (horse, motorboat, bicycle and auto racing), but only announcements from the event organizers.</p>

	<p>Mintegral allows gambling-related lotteries by state licensed entities. I.e. Only the following government-controlled gambling is allowed:</p> <ul style="list-style-type: none"> • Lottery (Takara-kuji) • Sport Lottery (Toto) • Horseracing (Keiba) • Bike Race (Keirin) • Boat Race (Kyotei) • Motorcycle Race <p>Host organizations can run ads only for their race announcement. Ads for online betting are prohibited. Ads must include a clearly legible message, “The age of 20 and older are qualified for wagering.”</p>
Kenya	<p>Mintegral allows ads promoting the following online gambling and gambling-related product as long as they are licensed by the Kenyan gambling authority:</p> <ul style="list-style-type: none"> • Lotteries • Sports Betting • Online Casino Games • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping.
Korea	<p>Mintegral doesn't allow the following gambling-related content:</p> <ul style="list-style-type: none"> • Location-based or "brick-and-mortar" gambling <p>Mintegral allows ads promoting the following online gambling by state-run or state-licensed entities:</p> <ul style="list-style-type: none"> • Lotteries • Sports betting
Latvia	<p>Mintegral allows ads promoting the following online gambling by state-run entities:</p> <ul style="list-style-type: none"> • Lotteries
Lithuania	<p>Mintegral allows ads promoting the following online gambling by state-approved entities:</p> <ul style="list-style-type: none"> • Lotteries <p>Mintegral doesn't allow the following gambling-related content:</p> <ul style="list-style-type: none"> • Brick and mortar casinos
Malaysia	<p>Mintegral doesn't allow the following gambling-related content:</p> <p>Location-based or "brick-and-mortar" gambling</p> <p>Mintegral doesn't allow advertising for Internet-based games where money or other items of value are paid or wagered to win a greater sum of money or other item of value.</p>

<p>Mexico</p>	<p>Mintegral allows ads promoting the following types of online gambling as long as the advertiser evidences that the relevant landing page is operated by an operator registered with the Secretaria de Gobernacion and provides a valid license number, or that it is operated by Pronósticos para la Asistencia Pública and provides a copy of a valid agreement that evidences its character as agency (comisionista) or promotional partner (socio promocional):</p> <ul style="list-style-type: none"> • Online casino games (including slot machines) • Bingo • Lotteries • Sports betting • Sites that provide information about, or a comparison of, other gambling services, but do not themselves provide gambling activities that require a license. They may only provide links to gambling sites that hold a valid operating license in Mexico, but are not operated or controlled by the aggregator. <p>Advertisers or operators must publish a warning on their landing page and also in their ads indicating that gambling isn't for minors (such as "prohibido para menores") and including messages that invite people to play responsibly (such as "juega responsablemente").</p>
<p>Morocco</p>	<p>Mintegral doesn't allow the following gambling-related content:</p> <ul style="list-style-type: none"> • Brick and mortar casinos
<p>Mozambique</p>	<p>Mintegral allows ads promoting the following online gambling content as long as they are licensed by the Mozambican gambling authority:</p> <ul style="list-style-type: none"> • Online bingo • Lotteries • Sports Betting • Online Casino Games • Sites that provide information about or a comparison of other gambling services licensed in Mozambique.
<p>Netherlands</p>	<p>Mintegral allows ads promoting the following online gambling by state licensed entities:</p> <ul style="list-style-type: none"> • Lotteries • Online gambling • Online bingo • Online casino games • Sports betting <p>Mintegral allows ads promoting Daily Fantasy Sports as long as they are run by state licensed entities.</p> <p>Mintegral allows ads promoting the following gambling-related products by state licensed entities:</p> <ul style="list-style-type: none"> • Gambling-related promotional products such as gambling-related vouchers,

	<p>bonus codes, etc.</p> <ul style="list-style-type: none"> • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping <p>The gambling license must be from the Netherlands Gambling Authority (Kansspelautoriteit).</p>
New Zealand	<p>Mintegral allows ads promoting the following online gambling and gambling-related product by state licensed entities:</p> <ul style="list-style-type: none"> • Online gambling • Online bingo • Sports betting • Online casino game • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping • Gambling-related lotteries
Nigeria	<p>Mintegral allows ads promoting the following online gambling content as long as they are licensed by the Nigerian gambling authority:</p> <ul style="list-style-type: none"> • Lotteries* • Sports Betting • Online Casino Games <p>*Lotteries operating from the following states require state authorized licenses in addition to authorisation under the NLA: Lagos, Ogun, Ondo, Oyo, Ekiti, Akwa Ibom, Bayelsa, Cross River, Delta, Edo, Rivers, Imo, Anambra, Abia, Enugu and Ebonyi.</p> <p>Mintegral allows ads promoting the following gambling-related products by state licensed entities:</p> <ul style="list-style-type: none"> • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping
Northern Ireland	<p>Mintegral doesn't allow offline gambling content, including brick and mortar casinos.</p> <p>Mintegral doesn't allow online gambling content, including:</p> <ul style="list-style-type: none"> • Casino games • Bingo • Sports betting <p>Note: UK State-owned or government-licensed lotteries are allowed.</p>
Norway	<p>Mintegral allows ads promoting the following online gambling by state licensed entities:</p>

	<ul style="list-style-type: none"> • Online gambling • Online bingo • Sports betting • Online casino games <p>Mintegral allows ads promoting the following gambling-related products by state licensed entities:</p> <ul style="list-style-type: none"> • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping • Gambling-related lotteries <p>i.e., Only ads for the following state-owned gambling companies are permitted:</p> <ul style="list-style-type: none"> • Norsk Tipping • Norsk Rikstoto <p>Ads for bricks and mortar casinos are prohibited.</p>
<p>Peru</p>	<p>Mintegral doesn't allow online gambling content unless attaining legal gambling license and meeting all of the above requirements listed on Part II2(1), including:</p> <ul style="list-style-type: none"> • Casino games • Bingo • Sports betting • Lotteries
<p>Philippines</p>	<p>Mintegral doesn't allow the following gambling-related content unless attaining legal gambling license and meeting all of the above requirements listed on Part II2(1):</p> <ul style="list-style-type: none"> • Location-based or "brick-and-mortar" gambling <p>Mintegral allows ads promoting the following online gambling by state run entities:</p> <ul style="list-style-type: none"> • Casino games • Lotteries <p>Mintegral doesn't allow advertising for Internet-based games where money or other items of value are paid or wagered to win a greater sum of money or other item of value, unless attaining legal gambling license and meeting all of the above requirements listed on Part II2(1).</p>
<p>Portugal</p>	<p>Mintegral allows ads promoting the following online gambling content as long as they are licensed by the Portuguese authorities:</p> <ul style="list-style-type: none"> • Online gambling • Online bingo • Sports betting • Online casino games • Sites that provide information about — or a comparison of — other gambling services licensed in Portugal, but do not themselves provide gambling activities

	<p>that require a license. They may provide links to gambling services not operated or controlled by the aggregator.</p> <p>Mintegral allows ads promoting the following gambling-related products as long as they are licensed by the Portuguese authorities:</p> <ul style="list-style-type: none"> • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping • Gambling-related lotteries
<p>Romania</p>	<p>Mintegral allows ads promoting the following online gambling as long as the advertiser is registered with the appropriate authority and submits valid licensing:</p> <ul style="list-style-type: none"> • Casino games • Sports betting • Bingo • Lotteries • Sites that provide information about, or a comparison of, other gambling services, but do not themselves provide gambling activities that require a license. They may provide links to gambling services not operated or controlled by the aggregator. <p>Mintegral allows ads promoting the following online gambling as long as the advertiser is registered with the appropriate authority and submits valid licensing:</p> <ul style="list-style-type: none"> • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping
<p>Russia</p>	<p>Mintegral doesn't allow the following gambling-related content:</p> <ul style="list-style-type: none"> • Brick and mortar casinos • Games where money or other items of value are paid or wagered to win a greater sum of money or other item of value
<p>Serbia</p>	<p>Mintegral allows ads promoting the following online gambling as long as the advertiser is registered with the appropriate authority and submits valid licensing:</p> <ul style="list-style-type: none"> • Casino games • Sports betting • Bingo • Sites that provide information about, or a comparison of, other gambling services, but do not themselves provide gambling activities that require a license. They may provide links to gambling services not operated or controlled by the aggregator. <p>Mintegral allows ads promoting the following online gambling-related products by state-run entities:</p> <ul style="list-style-type: none"> • Lotteries

<p>Singapore</p>	<p>Mintegral doesn't allow the following gambling-related content:</p> <ul style="list-style-type: none"> • Location-based or "brick-and-mortar" gambling • Online gambling
<p>Slovakia</p>	<p>Mintegral allows ads promoting the following online gambling content as long as they are licensed by the Slovakian authorities:</p> <ul style="list-style-type: none"> • Online gambling • Online bingo • Online casino games • Sports betting <p>Mintegral allows ads promoting the following gambling-related products as long as they are licensed by the Slovakian authorities:</p> <ul style="list-style-type: none"> • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related lotteries
<p>Slovenia</p>	<p>Mintegral allows the following online gambling by state-run entities:</p> <ul style="list-style-type: none"> • Lotteries
<p>South Africa</p>	<p>Mintegral allows ads promoting the following online gambling by state-licensed entities:</p> <ul style="list-style-type: none"> • Lotteries • Sports Betting
<p>Spain</p>	<p>Mintegral allows ads promoting the following types of online gambling as long as the advertiser is registered with the Spanish gambling authority, provides the relevant valid licenses, and complies with all local regulations:</p> <ul style="list-style-type: none"> • Casino games • Sports betting • Bingo • Raffles • Lotteries <p>Mintegral allows ads promoting the following gambling-related products as long as the advertiser is registered with the Spanish gambling authority and provides the relevant valid licenses:</p> <ul style="list-style-type: none"> • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping <p>Ads must contain the following information:</p> <ul style="list-style-type: none"> • Responsible gaming logo and/or URL: http://www.juegoseguro.es/ • 18+ logo and messaging making it clear that only people over the age of 18 are allowed to participate in gambling activities. The logo alone may be

	<p>acceptable provided it is prominent. This must be confirmed on a case by case basis.</p>
Sweden	<p>Mintegral allows ads promoting the following online gambling by Spelinspektionen licensed operators:</p> <ul style="list-style-type: none"> • Lotteries • Online gambling • Online bingo • Sports betting • Online casino games <p>Mintegral allows ads promoting the following online gambling by Spelinspektionen licensed operators:</p> <ul style="list-style-type: none"> • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping • Gambling-related lotteries <p>Marketing of gambling must comply with the Swedish Gambling Act (2018:1138), the Swedish Gambling Ordinance (2018:1475) and the Swedish Marketing Act which requires that marketing must be "moderate" and only focus on providing the customer with relevant, objective information.</p> <p>Ads must contain the following information:</p> <ul style="list-style-type: none"> • The minimum age to gamble (18) • Contact details for the responsible gambling organization, "Spelpaus"
Switzerland	<p>Mintegral allows ads promoting the following online gambling by state licensed entities:</p> <ul style="list-style-type: none"> • Lotteries • Online casino games <p>Mintegral allows ads promoting the following online gambling-related products by state-run entities:</p> <ul style="list-style-type: none"> • Sports betting
Taiwan, China	<p>Mintegral doesn't allow the following gambling-related content:</p> <ul style="list-style-type: none"> • Location-based or "brick-and-mortar" gambling <p>Mintegral allows ads promoting the following online gambling by state-approved entities:</p> <ul style="list-style-type: none"> • State-run Lotteries • State-hosted Lotteries
Tanzania	<p>Mintegral allows ads promoting the following online gambling by state-licensed entities:</p> <ul style="list-style-type: none"> • Lotteries

	<ul style="list-style-type: none"> • Sports betting • Online casinos
Thailand	<p>Mintegral allows ads promoting the following online gambling by state-run entities:</p> <ul style="list-style-type: none"> • Sports betting (horse racing only) • Lotteries <p>Mintegral doesn't allow the following gambling-related content:</p> <ul style="list-style-type: none"> • Internet-based games where money or other items of value are paid or wagered to win a greater sum of money or other item of value • Location-based or "brick-and-mortar" gambling
Turkey	<p>Mintegral allows ads promoting the following online gambling and gambling-related product by state licensed entities:</p> <ul style="list-style-type: none"> • Lotteries • Sports betting • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping • Gambling-related lotteries <p>Mintegral doesn't allow ads promoting the following gambling-related content: Offline gambling activities, including ads for physical, real-money gambling activities or establishments</p>
Uganda	<p>Mintegral allows ads promoting the following online gambling content as long as they are licensed by the Ugandan gambling authority:</p> <ul style="list-style-type: none"> • Lotteries • Sports Betting • Online Casino Games <p>Operator must display a message on the landing page warning that ‘Betting is addictive and can be psychologically harmful’.</p> <p>Mintegral allows ads promoting the following gambling-related products by licensed entities:</p> <ul style="list-style-type: none"> • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping
Ukraine	<p>Mintegral doesn't allow the following gambling-related content unless attaining legal gambling license and meeting all of the above requirements listed on Part II2(1):</p> <ul style="list-style-type: none"> • Location-based or "brick-and-mortar" gambling • Internet-based games where money or other items of value are paid or wagered to win a greater sum of money or other item of value

<p>United Arab Emirates</p>	<p>Mintegral doesn't allow the following gambling-related content unless attaining legal gambling license and meeting all of the above requirements listed on Part II2(1):</p> <ul style="list-style-type: none"> • Location-based or "brick-and-mortar" gambling • Internet-based games where money or other items of value are paid or wagered to win a greater sum of money or other item of value
<p>United Kingdom</p>	<p>Mintegral allows ads promoting the following online gambling content as long as the advertiser is registered with the Gambling Commission and provides a valid operating license number:</p> <ul style="list-style-type: none"> • Online bingo • Sports betting • Online casino games • Lotteries • Sites that provide information about, or a comparison of, other gambling services, but do not themselves provide gambling activities that require a license. They may provide links to gambling services not operated or controlled by the aggregator. • Gambling-related promotional products such as gambling-related vouchers, bonus codes, etc. • Gambling-related tutoring and educational materials such as books and e-books • Gambling-related information such as tips, odds, and handicapping <p>Mintegral does not allow online gambling content in Northern Ireland except for UK State-owned or government-licensed lotteries.</p>
<p>Vietnam</p>	<p>Mintegral doesn't allow the following gambling-related content unless attaining legal gambling license and meeting all of the above requirements listed on Part II2(1):</p> <ul style="list-style-type: none"> • Location-based or "brick-and-mortar" gambling • Internet-based games where money or other items of value are paid or wagered to win a greater sum of money or other item of value
<p>United States</p>	<p>Mintegral doesn't allow advertising for Internet-based games where money or other items of value are paid or wagered to win a greater sum of money or other item of value, except for Daily Fantasy Sports in certain states where legal.</p> <p>Daily Fantasy Sports advertisers must meet the following requirements, in addition to holding a state license where required:</p> <ol style="list-style-type: none"> ① Ads may not target minors (younger than 18 years old). ② A disclaimer explaining that the service is intended only for adult users must be featured on the landing page. ③ Information for problem gamblers must be in the ad creative and / or on the landing page. ④ Advertisers cannot imply affiliations with schools or universities. <p>If advertisers are targeting their ads in a state that does not require a license, the</p>

	<p>advertisers must be licensed in at least one other state that does require a license to operate.</p> <p>Mintegral allows ads promoting the following online gambling by state-run entities:</p> <ul style="list-style-type: none"> • Lotteries <p>Mintegral allows ads promoting the following types of online gambling by state-licensed entities in certain states where legal:</p> <ul style="list-style-type: none"> • Horse racing • Sports betting • Online casinos <p>Advertisers must (1) not target users under 21 or users outside of the state(s) where they are licensed, and (2) include a warning against the dangers of addictive and compulsive gambling and related assistance information on the landing page or in the creative</p>
<p>Chile</p>	<p>Mintegral allows ads promoting for gambling and gambling-related products when they are licensed by SCJ-Chile Casino Superintendence and meet all of the above requirements listed on Part II2(1).</p> <p>Article 19.995 of Chilean law provides that any gambling machine of chance can not be operated outside the casino. To attain the gambling license, a technical certificate issued by professional or university professional institution must be provided. In Chile, SCJ-Chile Casino Superintendence is the supervisory authority.</p>

3. Financial products and services

Advertisers must only target those locales where they are licensed and also meet all applicable licensing requirements in each of the locale(s). Where required by local law/regulations, ads and/or landing pages must adequately inform the customer of any risks or costs associated with the product. Mintegral prohibits ads for get-rich-quick and pyramid schemes, initial coin offerings (ICO) and binary options.

(1) Locale-specific requirements

A. Austria

- a. Ads for shares in investment funds and real estate funds must concurrently refer to the published prospectus and the customer information document. It must be indicated how and in which language the prospectus and the information documents are made available and accessible. Regarding real estate funds, the ad must give a reference to: the published prospectus, any changes thereto, and the publishing body, date of issuance, date of notification, and how the prospectus is published as well where it can be collected.

- b. Advertising must be fair and distinct, identifiable as such, not misleading and not in contradiction to the prospectus and the customer information document. References to former performances must contain a notice that a former performance in the past does not reliably imply a future development of the fund.

B. Brazil

Ads for offshore financial products and services are prohibited.

C. Denmark

Ads for any financial product offered with an APR of 25% or more are prohibited.

D. Israel

Ads for financial products and services must carry the following warning: "Failure to repay the loan or credit may result in a charge of arrears interest and enforcement proceedings."

E. New Zealand

Ads for 'pay day' loans are prohibited.

F. Switzerland

Ads offering consumer credit must include: the company name; the effective annual yearly interest rate and effective amount repayable.

G. United Kingdom

In order to run financial services advertisements in the UK, advertisers must be authorized by the UK Financial Conduct Authority (UK FCA).

(2) Personal loans

For the **Policies**, we define personal loans as lending money from one individual, organization, or entity to an individual consumer on a nonrecurring basis, not for the purpose of financing purchase of a fixed asset or education. Personal loan consumers require information about the quality, features, fees, risks, and benefits of loan products in order to make informed decisions about whether to undertake the loan.

Examples (non-exhaustive): Payday loans, title loans, pawn shops

Not included: Mortgages, car loans, student loans, revolving lines of credit (such as credit cards, personal lines of credit)

Advertisers for personal loans must prominently disclose additional information on

their destination site or app. Disclosures increase transparency and provide consumers with valuable information to make informed decisions.

The following is not allowed:

- Failure to provide minimum and maximum period for repayment
- Failure to provide maximum Annual Percentage Rate (APR), which generally includes interest rate plus fees and other costs for a year, or similar other rate calculated consistently with local law
- Failure to display a representative example of the total cost of the loan, including all applicable fees.
- Personal loans which require repayment in full in 60 days or less from the date the loan is issued. This policy applies to advertisers who offer loans directly, lead generators, and those who connect consumers with third-party lenders.
- Ads for credit services cannot encourage customers to take out credit or a loan to shop online.
- Ads promoting credit cards or loans can only target users aged 18 or above.
- Ads shall not promote misleading or deceptive student loan merger, waiver or restructuring services.

Ads that contain special offers must indicate that terms and conditions apply. The terms and conditions, or a clear link to terms and conditions, must be clearly and conspicuously disclosed in the ad or the landing page close to the offer. The landing page must prominently present substantial content about the offer advertised. See Disclosures for more information.

Locale-specific requirements:

Ads cannot recommend one credit service over another. If an ad includes the credit rate, repayment terms or other information on the cost of credit, the ad must include the representative annual percentage rate (APR) in the local language.

- UK: “representative APR”
- France: “taux annuel effectif global (TAEG)”
- Germany: “effektiver Jahreszins”
- Spain: “tasa anual equivalente (TAE)”
- Italy: “tasso annuo effettivo globale (TAEG)”
- Austria: If an ad refers to interest rates and cost then it also has to contain a clear, concise and visible example containing all legal mandatory standard information:
 - ① The fixed or the variable borrowing rate, all cost that are incurred
 - ② The entire credit amount
 - ③ Effective annual interest rate (inclusive of all costs)
 - ④ The duration of the credit
 - ⑤ The total amount to be paid by the consumer

(3) High APR personal loans

Our users shall be protected from deceptive or harmful financial products, such as ultra high-cost personal loans. In some instances we have country-specific restrictions that reflect local market conditions. Generally, it is not allowed to advertise personal loans with an APR over 36%.

United States: In the United States, we do not allow ads for personal loans where the Annual Percentage Rate (APR) is 36% or higher. Advertisers for personal loans in the United States must display their maximum APR, calculated consistently with the Truth in Lending Act (TILA). This policy applies to advertisers who make loans directly, lead generators, and those who connect consumers with third-party lenders.

Denmark: Ads for any financial product offered with an APR of 25% or more are prohibited.

(4) Binary options

Due to the significant risk of financial loss involved in trading binary options, the following is not allowed:

- Ads for binary options or synonymous financial products
Examples (non-exhaustive): Ads for digital options, binary options, digital 100, fixed return options, all-or-nothing options

(5) Complex speculative financial products

Due to the inherent complexities and risks involved in trading the following types of financial products, we only allow them to be advertised in limited circumstances.

The following complex speculative financial products may only be advertised if the advertiser is a licensed provider or aggregator, the products and ads comply with local laws and industry standards:

- Contracts for Difference (CFD), financial spread betting, rolling spot forex, and related forms of speculative products

Ads for complex speculative financial products are allowed in the following countries:

Australia	Iceland	Portugal
Austria	Indonesia	Romania
Brazil	Ireland	Russia

Bulgaria	Israel	Singapore
Canada	Italy	Slovakia
Croatia	Japan	Slovenia
Cyprus	Latvia	South Africa
Czech Republic	Lithuania	Spain
Denmark	Luxembourg	Sweden
Estonia	Malta	Switzerland
Finland	Malaysia	Taiwan, China
Germany	Netherlands	Turkey
Greece	New Zealand	United Arab Emirates
Hong Kong	Norway	United Kingdom
Hungary	Poland	United States

(6) Debt services

To protect users from deceptive and harmful practices, we only allow ads for the following debt services in select countries and only if the services and ads comply with local laws and industry standards:

- Ads for debt settlement services that offer to negotiate with creditors a reduced, lump-sum payment that will be regarded as payment in full
- Ads for debt management services that offer to negotiate with creditors reduced periodic payments, interest rates, and/or fees

This policy applies to advertisers who offer these debt services directly, lead generators, and those who connect consumers with third-party debt services.

Approved countries: Australia, Brazil, Canada, Germany, Japan, South Africa, South Korea, Spain, United Kingdom, United States

4. Cryptocurrencies

Due to the complex and evolving nature of regulations related to cryptocurrencies and related products and services, we only allow them to be advertised in limited circumstances.

(1) The following is allowed and no need of license:

- Business not pertaining to the purchase, holding, or exchange of cryptocurrencies
 Examples: Businesses accepting payment in cryptocurrency, cryptocurrency mining hardware, tax and legal services, security services; platforms that rely on blockchain for operations and do not market or sell cryptocurrencies or tokens; activities, popularization and information of cryptocurrency (no cryptocurrency products or services are provided); blockchain technology information; services and products based on blockchain technology but not virtual currency (such as NFT) ; with cryptocurrency wallet, users can store cryptocurrencies without buying, selling, exchanging or betting on cryptocurrencies

(2) The following is not allowed:

Ads for initial coin offerings, DeFi trading protocols, or otherwise promoting the purchase, sale, or trade of cryptocurrencies or related products.

Examples: ICO pre-sales or public offerings, cryptocurrency loans, initial DEX offerings, token liquidity pools, unhosted software wallets, unregulated DAPPs

(3) The following requires license:

- a. Platform, software application, or product that provides the exchange and trade of cryptocurrencies. Including but not limited to spot trade, margin trade, futures trade and those involving the trade of cryptocurrencies
- b. Platform, software application, or product that provides cryptocurrency lending
- c. Cryptocurrency wallet for users to buy, sell and exchange cryptocurrencies
- d. Cryptocurrency mining software

(4) The following is the list of the relevant licenses and registrations that are accepted:

Australia	AUSTRAC Registration, Issuer: Australian Transaction Reports and Analysis Centre (AUSTRAC) Australian Financial Services License / Australian Markets License, Issuer: Australian Securities and Investments Commission (ASIC)
Austria	Registration as a provider of virtual currencies under the Austrian Financial Markets Anti-Money Laundering Act, Issuer: Financial Market Authority (FMA)
Canada	Registration as a Money Service Business, Issuer: The Financial Transactions and Reports Analysis Centre of Canada (FINTRAC)
Estonia	Virtual Currency Service authorization, Issuer: Financial Intelligence Unit
Finland	Registration in the register of virtual currency providers, Issuer: Financial Supervisory Authority (Fin-FSA)

France	AMF Digital Asset Service Provider registration or license, Issuer: Autorité des Marchés Financiers (AMF)
Germany	BaFin authorisation, Issuer: Bundesanstalt für Finanzdienstleistungsaufsicht (BaFin)
Gibraltar	Distributed Ledger Technology (DLT) Provider Registration, Issuer: Gibraltar Financial Services Commission (GFSC)
Hong Kong	License from, or registration with, the SFC for Type 1, 7 and 9 regulated activities, Issuer: Securities and Futures Commission (SFC)
Indonesia	Indonesia Commodity Futures Trading Regulatory (BAPPEBTI) approval, Issuer: Commodity Futures Trading Regulatory Agency (BAPPEBTI)
Japan	Crypto-Asset Exchange Service Provider Registration, Issuer: Japanese Financial Services Agency (FSA)
Luxembourg	Virtual Asset Service Provider (VASP) registration, Issuer: Commission de Surveillance du Secteur Financier (CSSF)
Malaysia	Recognized Market Operators (RMOs) status, Issuer: The Securities Commission Malaysia (SC)
Malta	MFSA license in terms of the Virtual Financial Assets Act (CAP 590), Issuer: The Malta Financial Services Authority (MFSA)
Netherlands	Dutch Central Bank (DCB) registration, Issuer: Dutch Central Bank (DCB)
Norway	Registration with the Financial Supervisory Authority (Finanstilsynet), Issuer: Finanstilsynet
Philippines	Certificate of Authority (COA) to operate as a virtual asset service provider (VASP), Issuer: Bangko Sentral ng Pilipinas (BSP)
Singapore	Monetary Authority of Singapore (MAS) license under the Payment Services Act for digital payment token (DPT) service, Issuer: Monetary Authority of Singapore (MAS)
South Korea	Virtual Asset Service Provider (VASP) report (which can only be obtained upon obtention of ISMS certification), Issuer: Korea Financial Intelligence Unit (KoFIU) / Financial Services Commission (FSC)
Sweden	Registration with the Financial Supervisory Authority (FSA), Issuer: Financial Supervisory Authority (FSA)
Thailand	Digital Asset Business license, Issuer: The Thai Securities and Exchange Commission (SEC)
United Arab Emirates	License to engage in arranging, advising, dealing, managing or other relevant financial services and/or operating an exchange and/or provide money services-each in relation to crypto assets, Issuer: Abu Dhabi Global Market, Financial Services Regulatory Authority License to operate a Stored Value Facility (that includes virtual assets), Issuer: United Arab Emirates Onshore, Central Bank of the United Arab Emirates License to engage in Investment Business / operating an Exchange – specific to Investment Tokens, Issuer: Dubai International Financial Centre, Dubai Financial Services Authority
United	Financial Conduct Authority Authorization, Issuer: Financial Conduct Authority

Kingdom	(FCA)
United States	FinCEN MSB registration, Issuer: Financial Crimes Enforcement Network, (FinCEN) BitLicense, Issuer: Department of Financial Services, New York state (NYSDFS)

5. Healthcare, medical devices and medicines

(1) Pharmaceutical manufacturers

Mintegral allows pharmaceutical manufacturers to advertise in select countries only.

A. Prescription drugs

Pharmaceutical manufacturers may promote prescription drugs in the following countries only: Canada, New Zealand, United States. Pharmaceutical manufacturers may not promote prescription opioid painkillers.

B. Over-the-counter medicines

Pharmaceutical manufacturers may promote over-the-counter medicines in the following countries only: Australia, Austria, Brazil, Canada, China, Czech Republic, France, Germany, Hungary, Hong Kong, India, Italy, Japan, Kenya, Mexico, Netherlands, New Zealand, Norway, The Philippines, Poland, Portugal, Russia, Slovakia, South Korea, Spain, Sweden, United Kingdom, United States

C. Other manufacturers and suppliers

Bulk drug manufacturers, medical professional suppliers, and antibody/peptide/compound suppliers for commercial labs may advertise in the following countries only: Canada, United States

(2) Unauthorized pharmacies shall not:

- A. Offer prescription drugs without a prescription
- B. Target locations where you are not licensed

(3) Prescription drug sale

Mintegral allows the promotion of online pharmacies in only these countries: Australia, Austria, Brazil, Canada, China, Czech Republic, Denmark, Germany, Hong Kong, Israel, Japan, Kenya, Mexico, Netherlands, New Zealand, Norway, Portugal, Russia, Slovakia, Sweden, Taiwan, United Kingdom, and the United States.

Mintegral does not allow the promotion of online pharmacies in other countries.

In most parts of the world, it is not allowed to use prescription drug terms in ad text,

landing pages, keywords, or source code of a web page. For campaigns targeting Canada, New Zealand, or the United States, certain businesses such as online pharmacies and pharmaceutical manufacturers may use prescription drug terms in ad text and landing pages. If your campaigns do not target Canada, New Zealand, or the United States, you may not use prescription drug terms in ad text or landing pages.

Advertisement for prescription opioid painkillers is not allowed.

(4) Unapproved substances

The promotion of the following content is not allowed, irrespective of any claims of legality:

- A. Products that contain ephedra
- B. Products containing human chorionic gonadotropin (hCG) in relation to weight loss or weight control, or when promoted in conjunction with anabolic steroids
- C. Herbal and dietary supplements with active pharmaceutical or dangerous ingredients
- D. Products that imply they are as effective as prescription drugs or controlled substances
- E. Non-government approved products that are marketed in a way that implies that they're safe or effective for use in preventing, curing, or treating a particular disease or ailment
- F. Products that have been subject to any government or regulatory action or warning
- G. Products with names that are confusingly similar to an unapproved pharmaceutical or supplement or controlled substance
- H. Promotion of DHEA products anywhere except the United States, and promotion of Melatonin products anywhere except Canada and the United States.

(5) Speculative and experimental medical treatment, cell therapies, and gene therapies

The following is not allowed:

- A. Promotion of speculative and/or experimental medical treatments. Examples (non-exhaustive): Biohacking, do-it-yourself (DIY) genetic engineering products, gene therapy kits
- B. Promotion of cell or gene therapies, subject to the exception below. Examples (non-exhaustive): Stem cell therapy, cellular (non-stem) therapy, gene therapy and similar forms of regenerative medicine, platelet rich plasma

(6) Clinical trial recruitment

Mintegral doesn't allow the promotion of clinical trial recruitment except in Australia, Belgium, Canada, China, France, Germany, Indonesia, Ireland, Israel, Italy, Japan, Korea, Malaysia, Netherlands, New Zealand, Philippines, Singapore, Taiwan, Thailand, United Kingdom, United States, and Vietnam. Promotions for clinical trial recruitment may not promote prescription drugs or create misleading expectations or effects of a product being tested, or imply that the product being tested is safe.

(7) Products and services about abortion, birth control, HIV home test and addiction services are not allowed.**(8) Ads for medical institutions**

Advertisers are required to provide a license to prove that the institution is a medical institution established with legal approval in the targeting area, holds a legal medical institution license. In countries where the publication of health care ad requires prior examination and approval, it is also necessary to provide proof that the ad has been approved by the competent authority in the targeting area.

6. Cosmetic Procedures and Wellness

Ads marketing weight loss products and services must be targeted to people at least 18 years or older. Ads marketing cosmetic surgeries and procedures must be targeted to people at least 18 years or older. Ads marketing dietary, health, or herbal supplements must be targeted to people at least 18 years or older.

Allowed:

- Elective procedures and surgeries, rhinoplasty, hair implants, and dermabrasion must be targeted to people at least 18 years or older.
- Dietary or herbal supplements, vitamins, or protein must not be targeted to people under 18 years of age.

7. Others that shall be restricted according to applicable laws and regulations.**III. Products prohibited from targeting minors**

You must know and agree that all ads targeting minors must meet the following: advertising that is intended for children or on content set as made for kids must not be

deceptive, unfair or inappropriate for its intended audience, must not make use of any third party trackers or otherwise attempt to collect personal information without first obtaining parental consent, and must otherwise comply with all applicable laws and regulations.

1. Content for minors and serving policies

The legal definition of minor varies considerably in different countries. According to the US Children’s Online Privacy Protection Act (COPPA), the age of a "kid" in the United States is defined as anyone under the age of 13, while the EU General Data Protection Regulation (GDPR) stipulates that each member state can set the age limit for the protection of kids according to its own situation, ranging from 13 to 16 years old. Moreover, the age of an “adult” in most countries is at least 18. When advertising in specific countries and regions, the legal definition of minor (including child) should follow local laws and norms. When deciding whether or not your content is made for minors, the following factors will be taken into account: the subject matter, visual content, the use of animated characters or activities and incentive measures made for minors, type of music or other audio content, age of the models, child celebrity or celebrities that appeal to children, language or other features of the website, and any other strong and reliable empirical evidence on audience age, etc.

Made for kids	Not made for kids
<p>Examples of what may be considered made for kids include:</p> <ul style="list-style-type: none"> ● Children are the primary audience of the video. ● Children are not the primary audience, but the video is still directed at children because it features actors, characters, activities, games, songs, stories, or other subject matter that reflect an intent to target children. 	<p>Examples of what may be considered not made for kids include:</p> <ul style="list-style-type: none"> ● Content that contains sexual themes, violence, obscene, or other mature themes not suitable for young audiences. ● Age-restricted videos that aren’t appropriate for viewers under 18.

2. The following are not allowed on made for kids content:

- (1) Content that may induce minors to ask their parents to buy the products or services advertised.
- (2) Content that are likely to cause minors to imitate unsafe acts.
- (3) Sexual and mature content that is intended for adult audiences and not suitable for

minors. Media that is sensitive to show to minors. If there are ratings in the targeting area, it is prohibited to serve minors content that are not suitable for their viewing alone (need to be accompanied by parents).

- (4) Products such as alcohol, tobacco, and recreational drugs that are regulated or illegal to advertise to children. In addition, products that are strongly related to alcohol, tobacco or recreational drugs are also prohibited (for example, offers for vineyard tours, e-cigarettes or drug paraphernalia).
- (5) Advertisements for content relating to astrology, the occult or the paranormal.
- (6) Cosmetics and other products related to external personal care focused on body image. Also included are advertisements related to cosmetic procedures or surgeries, tanning, tattoos, or piercings.
- (7) Contests or sweepstakes promotions, even if free to enter.
- (8) Content that is dangerous and inappropriate for minors or that generally requires adult supervision, such as fireworks, weapons or weapon accessories, offers related to hunting, paintball, etc.
- (9) Ads for dating services, matchmakers, relationship advice or counseling.
- (10) Content related to boxing, wrestling, martial arts and self-defense training.
- (11) Ads for online or real world gambling, lotteries, or betting. This includes offers for entertainment hosted at casinos and lodging at casino hotels.
- (12) Offers related to health care and medical issues of all kinds, including reproductive health, substance abuse or recovery, eating disorders, 'miracle cures,' and health insurance. Also included are ads related to weight-loss, diet and nutrition.
- (13) Offers which are billed via recurring mobile phone add-on charges (e.g., ringtone subscription services).
- (14) Offers for platforms or services that primarily exist to allow users to connect and communicate with other users. This includes, but is not limited to, social and professional networks of friends and colleagues, communication with strangers, virtual worlds and platforms for users to broadcast live streams.
- (15) Ads for pharmaceuticals or medications, vitamins, and nutritional supplements.
- (16) Political ads of any kind, including information about political candidates, political action committees or their policy positions. Also included are offers related to sensitive or controversial societal issues.
- (17) Offers which touch on death, murder, funerals, and natural disasters.
- (18) Religious ads of any kind.
- (19) Offers selling or providing information on spray paint, aerosol paint, glass-etching substances or graffiti products.
- (20) Offers for services that imply they will help spy on a partner, or find non-shared personal information about a third party. Also included are services that perform public records searches for arrest records (e.g., sex offender look-up).
- (21) Ads for video games are prohibited if the industry rating of the game would not be suitable for audiences under 13, or if they fall under any of the categories below:
 - a. Games strongly associated with casinos and betting (even if there isn't actual

- money at stake) or guides on how to succeed at such games
 - b. Games featuring sexual elements or other adult content
 - c. Games which feature characters kissing or otherwise engaged in romantic pursuit
 - d. Content involving weapons or other violence, war elements or any content that directly or indirectly harms others
- (22) Violent and graphic content that is intended for adult audiences and not suitable for minors.
- (23) Ads that involve imagery which may be scary for younger audiences are prohibited, for example zombies, skeletons, masks, scary clowns, blood.
- (24) Ads employing crude or vulgar humor or unsettling imagery in the promotion of a product are prohibited.
- (25) Ads which incorporate 'swear' words, or which use sexual innuendo are prohibited.
- (26) Ads featuring men or women with significant exposed skin or sheer clothing (whether or not the imagery has sexual connotations) are prohibited.
- (27) Promotions or content that incites children to purchase a product or service or to urge parents or others to buy the item.
- (28) Paid Ads cannot be misleading to children or make any deceptive or unsubstantiated claims. All claims and assertions need to be substantiated within the advertisement itself. Paid Ads cannot imply that the product will improve your social status, cannot include features or call-to-actions that do not work or where the desired action can't be completed.