

Android Authority **Advertising Guidelines**

These Guidelines set forth standards that govern *Android Authority's* relationship with its advertising partners and the relationship between editorial and advertising content. The overriding consideration is that *Android Authority* must maintain its editorial integrity and the trust of its readers. We believe that establishing, publicly displaying, and adhering to these Guidelines is important to safeguard the trust and transparency that should exist between a publication, its readers, and its advertisers.

We recognize that no set of Guidelines can feasibly address every possible situation or issue that may arise in the course of doing business, especially given the pace of change within the both the media and tech industries. As such, we anticipate that these Guidelines will be periodically revised.

We remain open to criticism, suggestion, and correction from our readers.

General Advertising Guidelines

The following Guidelines apply to all advertisements and sponsor content appearing on any of *Android Authority's* publications including *TabTimes*, *Sound Guys*, *VR Source*, and *Charged* as well as any associated mobile apps. This includes any ads purchased under AAAA/IAB Standard Terms and Conditions.

- *Android Authority* cannot allow any relationship with an advertiser compromise the editorial integrity of its publications.
- All advertising content must be clearly distinguishable from editorial content. To that end, *Android Authority* will label advertisements with the word "Advertisement" when it seems necessary to make the distinction between them and editorial material.
- Advertisers are responsible for ensuring that their ads are adequately substantiated and comply with all applicable laws, regulations, and guidelines. While it is understood that advertising content does not necessarily reflect the views of *Android Authority* or its editors, if it comes to the attention of *Android Authority* that an ad contains false or unlawful content, *Android Authority* will refuse or remove the ad in whole or in part.

Android Authority may exercise its own discretion to refuse or remove any advertising that is inconsistent with or may likely bring disparagement, harm to reputation, or other damage to *Android Authority's* brand.

- Although *Android Authority* will evaluate whether to work with advertisers on a case-by-case basis, there are some forms of advertising that *Android Authority* will not accept in any form. These include:
 - Advertising that *Android Authority* determines to be, in its opinion, indecent, vulgar, suggestive, profane, or offensive.
 - Advertising for any illegal products or services, including drugs, illegal substances, or products or services related to drug use.
 - Advertising that, according to *Android Authority's* opinion, includes hateful or violent text advocating against any individual, group, or organization.
 - Advertising that *Android Authority* determines to be inflammatory.
 - Advertising that *Android Authority* determines represents a personal attack against an individual, country, or organization.
 - Advertising that *Android Authority* believes will undermine the intellectual integrity, authority, and character of its mission and brand.

Android Authority may remove advertising content at any time if such content is inconsistent with the policies described herein, with or without prior notice to the advertising client and regardless of whether the advertising content has been accepted or displayed on *Android Authority's* publishing platforms for any period of time.

Sponsor Content Guidelines

The following Guidelines shall apply to all Sponsor Content served by or appearing on *Android Authority* publications. This includes ads purchased under AAAA/IAB Standard Terms and Conditions. All previous Guidelines pertaining to Advertisements also apply to Sponsor Content.

- Sponsor Content is content that is created or commissioned by advertisers in collaboration with *Android Authority's* marketing team. *Android Authority* allows Sponsor Content in two forms:

- Content produced by *Android Authority's* marketing team as commissioned by its advertising partners
- Content produced by advertisers and reviewed by *Android Authority's* marketing team.
- As with all advertising, Sponsor Content does not necessarily reflect the views and opinions of *Android Authority's* editors. Accordingly, *Android Authority* will display the words "Powered by," "Brought to you by," or "Promoted" on all Sponsor Content. *Android Authority* will include a disclaimer on all Sponsor Content that clarifies that the content is made possible by a sponsor. *Android Authority* may additionally include, at its discretion, further explanation defining Sponsor Content to readers. *Android Authority* will make certain that the treatment and design of Sponsor Content is reasonably distinct from editorial content.

Android Authority does not require Sponsor Content to steer clear of controversy. Indeed, we expect that Sponsor Content, like our own editorial content, will sometimes address contested issues and will be written with a distinct point of view. Nevertheless, *Android Authority* may refuse publication of content that, in its opinion, would undermine the intellectual integrity, authority, and character of the brand.

- As with all advertising, *Android Authority* may reject or remove, in part or in whole, any Sponsor Content at any time that contains false, deceptive, misleading, illegal content, or content that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to the brand.

Android Authority may, at the sponsor's direction, enable readers to comment on Sponsor Content published on *Android Authority's* sites. If comment functionality is enabled on Sponsor Content, the sponsor shall have no role in the moderating of such comments. The only moderation of such comments will be performed by *Android Authority* employees who will implement *Android Authority's* generally applicable Terms and Conditions which prohibit spam, obscenity, hate speech, and similar content.