

# **Aramco ExPats**

## **Advertising Guidelines and Policies**

1. Advertiser's advertising environment must be appropriate in the context of the Aramco ExPats sites on which Advertiser's advertising content shall appear. The advertising environment includes the advertising content itself, the specific destination URL and interstitial and buffer or landing pages reached from such content. In addition to the content guidelines listed below, Advertisers must have a privacy policy that is clearly posted either on the landing page from the advertisement or on the Advertiser's home page. If the privacy policy is found only on the home page, there must be a link to the home page from the landing page. Where the Children's Online Privacy Protection Act ("COPPA") applies, Advertisers must take appropriate measures to ensure that they are COPPA compliant.
2. Aramco ExPats must approve all advertising content prior to posting on the Aramco ExPats Sites, in Aramco ExPats' sole discretion. Once advertising content has been posted on the Aramco ExPats Sites, Aramco ExPats shall have the right to remove previously approved advertising content from the Aramco ExPats Sites if Aramco ExPats later determines that Advertiser's advertising does not meet Aramco ExPats' standards or comply with Aramco ExPats policies.
3. Below are the Aramco ExPats content guidelines regarding advertising materials.
  - Advertising content that is inappropriate for all Aramco ExPats Sites:
    - Tobacco (cigarettes, cigars, pipes, chewing tobacco, etc. and except for anti-smoking campaigns approved by Aramco ExPats)
    - Liquor of any kind (hard, beer, wine)
    - Guns (firearms, bullets, etc.)
    - Illicit drugs (marijuana, etc. and except for anti-drug campaigns approved by Aramco ExPats)
    - Pornography (sex sites)
    - Potentially slanderous or libelous content
    - Bad language, body parts, proxies for bad language (X@#%!)
    - Gambling

- Misleading language (e.g. using the word "free" in the advertisement to describe a contest or sweepstakes prize)
- Unsubstantiated, false, or misleading claims
- Any advertising content that violates applicable laws, rules or regulations
- Any prescription drugs
- Graphic violence
- Contraceptives
- Death (funeral homes, mortuaries)
- Politics (lobbyists, PAC sites, political campaigns, alternative lifestyles advocacies)
- Religion or faith based advertisements
- Ads for "R" rated movies
- Ads for "M" rated video games
- Sensationalism (killer bees, gossip, aliens, scandal, etc.)
- Content that is inappropriate for children
- Advertising content that may be considered inappropriate by Aramco ExPats and will be reviewed on a case-by-case basis:
  - Involves a direct business competitor of a Aramco ExPats site
  - Unauthorized or unapproved use of Aramco ExPats or an Aramco ExPats affiliate's creative assets (such as logos, imagery, color scheme, font(s), etc.)
  - Involves an advertiser in a category where Aramco ExPats has previously granted exclusive rights to another party
  - Unreasonable or highly unlikely product or service claims
  - Double entendres
  - A copy or parody of current or past Aramco ExPats advertising content
  - Controversial topics (social issues, etc.)
- The advertising content must be clearly identifiable as an advertisement and may not be disguised as editorial content, as determined by Aramco ExPats.

- Advertisers must fulfill the advertised offer as stated in the advertisement, including without limitation, not altering any offer periods, product offers or prices that are stated in the advertisement; unless Advertiser has obtained Aramco ExPats' prior approval.
- Where personal information is solicited on the Advertiser's landing page:
  - Any collection of personal information must be in full compliance with all privacy laws, including COPPA where applicable
  - Advertiser must clearly explain to the guest how Advertiser will use the personal information collected