

The Bridge advertising policy

Welcome to the The Bridge! Here you'll find the requirements for advertising on the Bridge Ad Network.

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Prohibited content

Counterfeit goods

The Bridge prohibits the sale or promotion for sale of counterfeit goods. Counterfeit goods contain a trademark or logo that is identical to or substantially indistinguishable from the trademark of another. They mimic the brand features of the product in an attempt to pass themselves off as a genuine product of the brand owner.

Dangerous products or services

We want to help keep people safe both online and offline, so we don't allow the promotion of some products or services that cause damage, harm, or injury.

Examples of dangerous content: Recreational drugs (chemical or herbal); psychoactive substances; equipment to facilitate drug use; weapons, ammunition, explosive materials; instructions for making explosives or other harmful products.

Products or services that enable dishonest behavior

We value honesty and fairness, so we don't allow the promotion of products or services that are designed to enable dishonest behavior.

Examples of products or services that enable dishonest behavior: Hacking software or instructions; services designed to artificially inflate ad or website traffic; fake documents; academic cheating services.

Offensive or inappropriate content

We value diversity and respect for others, and we strive to avoid offending users with ads, websites, or apps that are inappropriate for our ad network.

For this reason, we don't allow the promotion of any of the following:

- hatred; violence; harassment; racism; sexual, religious, or political intolerance.
- content that's likely to shock or disgust.
- content that's exploitative or appears to unfairly capitalize at the expense of others.

Examples of inappropriate or offensive content: bullying or intimidation of an individual or group, racial discrimination, hate group paraphernalia, graphic crime scene or accident images, cruelty to animals, murder, self-harm, extortion or blackmail, sale or trade of endangered species, ads using profane language.

Adult-oriented content

The Bridge restricts the promotion of the following types of adult-oriented content:

- offline adult entertainment
- adult merchandise
- sexually suggestive content
- images containing nudity

Examples of adult content: strip clubs, erotic cinemas, sex toys, adult magazines, sexual enhancement products, matchmaking sites, models in sexualized poses

Prohibited practices

Abuse of the ad network

We want ads to be useful, varied, relevant, and safe for users when serving them across

the internet. As a result, we don't allow malicious ads, sites, or apps.

Examples of abuse of the ad network: promoting content that contains malware; "cloaking" or using other techniques to hide the true destination that users are directed to; "arbitrage" or promoting destinations for the sole or primary purpose of showing ads; promoting "gateway" destinations that are solely designed to send users elsewhere; advertising with the sole or primary intent of gaining public social network endorsements from the user; "gaming" or manipulating settings in an attempt to circumvent our policy review systems.

Irresponsible data collection & use

We want users to trust that information about them will be respected and handled with appropriate care. As such, our advertising partners should not misuse this information, nor collect it for unclear purposes or without appropriate security measures.

Examples of user information that should be handled with care: full name; email address; mailing address; phone number; national identity, pension, social security, tax ID, health care, or driver's license number; birth date or mother's maiden name in addition to any of the above information; financial status; political affiliation; sexual orientation; race or ethnicity; religion.

Examples of irresponsible data collection & use: obtaining credit card information over a non-secure server, promotions that claim to know a user's sexual orientation or financial status.

Misrepresentation of self, product, or service

We don't want users to feel misled by ads that we deliver, and that means being upfront, honest, and providing them with the information that they need to make informed decisions. For this reason, we don't allow the following:

- promotions that prompt users to initiate a purchase, download, or other commitment without first providing all relevant information and obtaining the user's explicit consent.
- promotions that represent you, your products, or your services in a way that is not accurate, realistic, and truthful.

Examples of misrepresentation: omitting or obscuring billing details such as how, what, and when users will be charged; omitting or obscuring charges associated with financial services such as interest rates, fees, and penalties; failing to display tax or licence numbers, contact information, or physical address where relevant; making offers that aren't actually available; collecting donations under false pretenses; "phishing" or falsely purporting to be a reputable company in order to get users to part with valuable personal or financial information.

About our policies

The Bridge requires that advertisers comply with all applicable laws and regulations and the policies described above. It's important that you familiarize yourself with and keep up to date on these requirements for the places where your business operates, as well as any other places your ads are showing. When we find content that violates these requirements, we may block it from appearing, and in cases of repeated or egregious violations, we may stop you from advertising with us.