

# Authi - Crowd

## Content Standards

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This document forms part of the Authi Crowd contractual framework and is subject to the Authi Crowd Master Terms and Conditions (the “Master Terms”). Matters including termination, suspension, liability, indemnities, assignment, dispute resolution, and governing law are governed exclusively by the Master Terms.

This document is Version 1 of this document, and is effective as of 8th January, 2026

### 1. Overview

Understanding our Content Standards

Our Content Standards provide policy detail and guidance on the types of content we allow, and the types of content we prohibit. When Users (as defined in the Master Terms) submit a campaign, each piece of content is reviewed against our policies.

Users running Content (as defined in the Commercial Terms) across Authi technologies must follow our Content Standards.

If you think your Content was mistakenly rejected, you can request a review via the ‘Help’ tab of the Authi Portal

### 2. Our content policy principles

Our policies are guided by the following principles:

#### 2.1. Protecting people from unsafe and discriminatory practices

Users must comply with Applicable Law (as defined in the Master Terms) in their jurisdiction, not engage in discriminatory practices, and not promote illegal or unsafe substances.

#### 2.2. Protecting people from fraud or scams

Users must not run Content promoting products, services, schemes or offers using deceptive or misleading practices, including those meant to scam people out of money or personal information.

#### 2.3. Promoting positive user experiences

Because Content is delivered to people while they are mid-transaction, we want to help ensure that the Content doesn’t detract from their experience. For that reason, Content which is likely to negatively impact that experience; e.g. by making interaction difficult, stopping the consumer from completing their transaction, or by not providing value to the consumer is prohibited.

Additionally, Content which contains shocking, sensational, or excessively violent images/messages, certain adult content, and profanity is prohibited, along with other objectionable material, such as Content implying or attempting to generate negative self-perception in order to promote diet, weight loss or other health related products.

### 3. Enforcement of our policies

We use automated and manual review to enforce our policies and ensure User compliance with these Content Standards. Our review process may not detect all policy violations, and Content remains subject to review and re-review and may be rejected for violating our policies at any time. It is the User’s responsibility to understand and comply with our policies outlined in these Content Standards, the Master Terms, the Commercial Terms and any other applicable terms and guidelines, in addition to all Applicable Law and, where applicable, self-regulatory advertising codes. Users whose Content is rejected will typically be provided an opportunity to edit their Content in order to bring them into compliance and can request another review if they believe their Content was incorrectly rejected.

Consumers can report Content if they believe it violates our policies.

## 4. The Content review process

Our Content review system relies primarily on automated tools to check Content against our policies. Our Content review process starts automatically before Content begins running, and is typically completed within 24 hours, although it may take longer in some cases. During this review, the status of the Content will be “In review.” Additionally, Content may be reviewed again, including after it is live.

## 5. What is reviewed

The Content review system reviews content for violations of our policies. This review process may include the specific components of a piece of Content, such as images, video, text and targeting information, as well as QR enabled landing page content or other destinations, among other information.

## 6. Outcome of review

If a violation is found at any point in the review process, the Content will be rejected, and the Authi Portal Account may be restricted. Lower quality Content which does not necessarily violate our policies may experience impacted performance.

If an Authi Portal Account is restricted, that account can't be used to post Content across our technologies. If a User account is restricted from functionality on an Authi Portal Account other members of the Authi Portal Account may still be able to advertise.

## 7. Re-review of content

Content remains subject to review and re-review at all times, and may be rejected or restricted for violation of our policies at any time. It is your responsibility to understand and comply with our policies.

## 8. What to do if your Content is rejected or if your business asset is restricted

Create a new piece of Content or edit your Content

- You may create a new piece of Content or edit your Content to comply with our policies. This Content will be treated as new Content and will be reviewed by our content review system.

Request another review

- If you believe the Content, Authi Portal user, or Authi Portal account was incorrectly rejected or restricted, you can request a review of the decision in the 'Help' tab of the Authi Portal

## 9. Examples of Unacceptable Content

Content must not be illegal or otherwise considered unacceptable to people who use our technologies.

Child Sexual Exploitation, Abuse, and Nudity

- Content must not contain content that sexually exploits or endangers children.

Coordinating Harm and Promoting Crime

- Content must not facilitate, organize, promote or admit to criminal or harmful activities targeted at people, businesses, property or animals.

Discriminatory Practices

- Content must not discriminate or encourage discrimination against people based on personal attributes such as race, ethnicity, color, national origin, religion, age, sex, sexual orientation, gender identity, family status, disability, medical or genetic condition.
- Authi prohibits Users from using our products to discriminate against people. This means that

Users may not (1) use our audience selection tools to (a) wrongfully target specific groups of people for Content, or (b) wrongfully exclude specific groups of people from seeing their Content; or (2) include discriminatory content in their Content. Users are also required to comply with Applicable Laws that prohibit discrimination. These include laws that prohibit discriminating against groups of people in connection with, for example, offers of housing, employment, and financial products and services.

- Any United States advertiser or advertiser targeting the United States, Canada or certain parts of Europe that is running financial products and services, housing or employment content, must self-identify as a Special Content Category, as it becomes available, and run such Content with approved targeting options.
- Disclaimer: This guide is not a substitute for legal advice. Consult a legal professional for specific advice about your situation.

#### Hateful Conduct

- Content must not attack people on the basis of protected characteristics: race, ethnicity, national origin, disability, religious affiliation, caste, sexual orientation, sex, gender identity and serious disease.

#### Human Exploitation

- Content must not facilitate or coordinate the exploitation of humans, including human trafficking.

#### Illegal Content, Products or Services

- Content that is reported by a government, a court order, non-governmental organizations or members of the public as violating Applicable Law may be removed.

#### Unacceptable Business Practices

- Content must not promote products, services, schemes or offers using identified deceptive or misleading practices, including those meant to scam people out of money or personal information.

#### Circumventing Systems

- Content must not use tactics that are intended to circumvent our content review process. This includes techniques that attempt to disguise the Content's message or destination (landing) page.

#### Content that may negatively impact people's health and safety.

- Content that promotes or references alcohol must comply with all Applicable Law, required or established industry codes, guidelines, licenses and approvals, and include age and country targeting criteria consistent with Authi's targeting requirements and Applicable Law. Note that our policies prohibit Content promoting or referencing alcohol in some countries, based on Applicable Law.
- Authi Portal users must follow all Applicable Law, including targeting their Content in accordance with legal requirements. At a minimum, Content may not be targeted to people under 18 years of age.
- For more information on how Authi excludes those under 18 from seeing Content, please refer to the Authi Portal Terms

#### Commercial Exploitation of Crises and Controversial Events

- Content must not contain content that exploits crises or controversial events for commercial purposes.

#### Dating Content

- Content relating to dating services are only allowed with prior written permission.

#### Hazardous Goods and Materials

- Content must not promote the sale of hazardous goods and materials.

#### Health and Wellness

- Content promoting or marketing dietary, health or weight loss products and services must be targeted to people at least 18 years or older.
- Content promoting or marketing cosmetic products, procedures or surgeries, must be targeted to people at least 18 years or older.
- Content must not imply or attempt to generate negative self-perception or declare there is a perfect body type or appearance one should aspire to in order to promote diet, weight loss, cosmetic procedures or any other health-related products.

#### Sale of Human Body Parts and Bodily Fluids

- Content must not promote the sale of human body parts or fluids.

#### Sale of Non-Endangered Animals and Endangered Species

- Content must not promote, donate, or gift products derived from threatened or extinct or endangered species. This includes both wildlife and plants.
- Content must not promote peer-to-peer sales or trade of live non-endangered animals, including ambiguous contexts where the nature of the sale or trade is unclear.
- Content may offer live non-endangered animals solely within the context of donations, rehoming, or adoptions.

#### Tobacco and Related Products

- Content must not promote the sale or use of tobacco or nicotine products and related paraphernalia.
- Content must not promote Electronic Nicotine delivery devices, such as electronic cigarettes, vaporizers, or any other products that simulate smoking or are otherwise designed for use with tobacco or nicotine products.
- Content may only promote cessation products approved by either the World Health Organization or the U.S. Food and Drug Administration, and must comply with all Applicable Law, required or established industry codes and guidelines.

#### Weapons, Ammunition or Explosives

- Content must not promote the sale or use of weapons, ammunition or explosives. This includes Content for weapon modification accessories.

#### Drugs and Pharmaceuticals

- Content must not promote the sale or use of illicit or recreational drugs, or other unsafe substances, products or supplements, as determined by Authi at its sole discretion. Content promoting legal medical products such as prescription drugs, over-the-counter medicines, and cannabis derived products must follow legal guidelines.

#### Financial and Insurance Products and Services

- Content promoting credit cards, loans or insurance services must be targeted to people 18 years or older and must not directly request the input of any personally identifiable information or certain types of financial information .
- For more information on how Authi excludes those under 18 from seeing Content, please refer to the Authi Portal Terms
- Content promoting financial products and services demonstrate the Authi Portal user is authorised by the relevant regulatory authorities where this is a requirement; and any such authorisation may be subject to review by Authi. Authi Portal users are also required to comply with disclosure requirements set by law.

### Cryptocurrency Products and Services

- Content may not promote cryptocurrency trading platforms, software and related services and products that enable monetisation, reselling, swapping or staking of cryptocurrencies without prior written permission.

### Online Gambling and Games

- Authi defines online gambling and games as any product or service where anything of monetary value is included as part of a method of entry and prize. Content that promotes online gambling and gaming are only allowed with our prior written permission. Authorised Authi Portal users must follow all Applicable Law. At a minimum, Content may not be targeted to people under 18 years of age.
- For more information on how Authi excludes those under 18 from seeing Content, please refer to the Authi Portal Terms

### Objectionable content

- Content must not contain adult nudity and sexual activity. This includes nudity, depictions of people in explicit or sexually suggestive positions, or activities that are sexually suggestive.
- Content must not display, advocate for, or coordinate sexual acts with non-consenting parties to avoid facilitating non-consensual sexual acts.
- Content must not contain content that facilitates sexual encounters, commercial sexual services between adults, or content asking for or offering pornographic content. In addition, we also restrict the use of sexually explicit language.

### Bullying and Harassment

- Content must not contain attacks that are meant to degrade or shame public and private individuals.

### Profanity

- Content must not contain profanity.

### Privacy Violations and Personal Attributes

- Content must not contain content that shares or asks for private information about users. In addition, Content must not contain content that asserts or implies personal attributes. This includes direct or indirect assertions or implications about a person's race, ethnicity, religion, beliefs, age, sexual orientation or practices, gender identity, disability, physical or mental health (including medical conditions), vulnerable financial status, voting status, membership in a trade union, criminal record, or name.

### Violent and Graphic Content

- Content must not contain shocking, sensational or excessively violent content.

### Intellectual property infringement

- Content must not infringe upon or violate the intellectual property rights of a third party or Authi.
- Content may not contain content that violates the intellectual property rights of any third party, including copyright, trademark or other legal rights. This includes, but is not limited to, the promotion or sale of counterfeit goods, such as products that copy the trademark (name or logo) and/or distinctive features of another company's products to imitate a genuine product.

### Political / electoral / issue content (prohibited unless separately agreed)

- Users must not submit, display, distribute, or run any Content that is political in nature, including: (a) content relating to elections, candidates, political parties, elected officials, political movements or campaigns; (b) advocacy for or against legislation, referenda, public policy or government action; or (c) "issue" advertising or content intended to influence public

opinion on social, political, or civic matters (Political Content).

- Political Content is prohibited by default and may only be run where the User has entered into a separate written agreement with Authi expressly authorising Political Content (a Political Content Agreement). Authi may refuse authorisation in its sole discretion, impose additional requirements (including verification, approvals, targeting/placement restrictions, region-by-region restrictions, record-keeping, and pre-publication review), and revoke authorisation at any time.
- Where a Political Content Agreement is in place, the User must comply with: (i) the Political Content Agreement; (ii) these Content Standards; and (iii) all Applicable Law, codes and regulatory guidance in each region where the Content is displayed (including any mandatory authorisations, promoter statements, disclaimers, or blackout periods). Authi may remove or restrict Political Content at any time, including ahead of voting or where required or recommended by law or regulators.
- For avoidance of doubt, Political Content includes purported “news”, “information”, “education”, satire or commentary where the dominant purpose or effect is political advocacy or influence.

## 10. Relevance

- Content must clearly represent the company, product, service, or brand that is being advertised.
- All Content components, including any text, images or other media, must be relevant to the product or service being offered.
- The products and services promoted in Content must match those promoted on the landing page.

## 11. Data use restrictions

- Ensure any data collected, received or derived from your Authi Portal is only shared with someone acting on your behalf, such as your service provider. You are responsible for ensuring your service providers protect any Authi data obtained from us, limit their use of all of that information, and keep it confidential and secure.
- Don't use Authi data for any purpose (including retargeting, commingling data across multiple campaigns), except on an aggregate and anonymous basis (unless authorised by Authi) and only to assess the performance and effectiveness of your Authi campaigns.
- Don't transfer any Authi data (including anonymous, aggregate, or derived data) to any ad network, ad exchange, data broker or other advertising or monetisation related service.

## 12. Other User Obligations and Terms

- Authi Portal users are responsible for understanding and complying with all Applicable Law and regulations. Failure to comply may result in a variety of consequences, including the cancellation of Content you have placed and termination of your account.
- We do not use sensitive personal data for content targeting. Topics you choose for targeting your content don't reflect the personal beliefs, characteristics or values of the people targeted by Authi.
- Once displayed, Content is public information. Content may be photographed and shared outside of the targeted audience.
- If you are authorised to run Political Content under a Political Content Agreement, Authi may (at no cost to you) provide access to the Content and creative, and information about the

Content campaign (such as total spend and delivery data, and targeting information) for a period of seven years from completion of the relevant Campaign (as defined in the Commercial Terms).

- You consent that Authi may disclose your content, and all information associated with your content, to a governmental entity or body if Authi believes that disclosure would assist in a lawful investigation.
- If you are placing Content on someone else's behalf, you must have permission to place that content, and agree as follows:
- you represent and warrant that you have the authority to and will bind the advertiser to these Authi Portal Terms, the Master Terms and the Commercial Terms, and any applicable supplemental terms.
- If the advertiser that you represent violates these Authi Portal Terms, the Master Terms, the Commercial Terms or any applicable supplemental terms, we may hold you responsible for that violation.
- You agree that we may provide Campaign reporting information to the end advertiser for whom you placed a campaign.
- You must not sell, rent, buy or exchange site privileges, such as administrative access, for assets that belong to you or that you manage. Helping anyone evade or circumvent our enforcement of our policies or terms of service is also prohibited.
- We reserve the right to reject, approve or remove any Content for any reason, in our sole discretion, including Content that negatively affects our relationship with our Users or that promotes content, services, or activities, contrary to our competitive position, interests, or advertising philosophy.
- For policies that require prior written permission, Authi may withhold, delay, or condition such permission in its sole discretion.
- These Content Standards may be updated in accordance with clause 13.2 (Updates to Incorporated Documents) of the Master Terms.