Microsoft Advertising Policies
May 1st, 2023

Microsoft

Introduction

Microsoft Advertising policies help advertisers and partners learn what makes a great ad, as well as what is and isn't allowed in them. We require our advertisers and partners to comply with Microsoft Advertising Policies at all times.

We take user safety and security seriously. We strive to provide a safe online environment for our users and our partners. We reserve the right to reject or remove any ad or campaign that violates our policies or suspend your access to the Microsoft Advertising Network if we suspect that you willfully or repeatedly violated our terms or policies, or if we detect activities that are unlawful or that pose a risk to user safety or the health and quality of our network (for example, behavior intended to circumnavigate system checks, suspicious payment activity, and repeated policy violations). You may not be able to resume your ad campaigns unless you resolve the violation to our satisfaction.

We update our policies from time to time. We will provide notice of material policy changes.

Additional information:

If your account has been impacted due to a violation, you may not be able to log-in to your account or access its contents without contacting customer support to resolve the issue.

If we detect unauthorized activity or access on your account which we reasonably believe to be hacking or another form of account compromise, account access may be temporarily suspended to prevent unauthorized content from serving. This access suspension will be lifted when we can determine the threat has been mitigated.

To report an ad that appears to violate policy, please submit an escalation.

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Legal and privacy

Compliance with trade laws

You and we each acknowledge that the services and related technology ("Items") may be subject to U.S. and other countries' export jurisdictions. We will each comply with all laws and regulations applicable to the import or export of the Items, including but not limited to trade laws such as the U.S. Export Administration Regulations and International Traffic in Arms Regulations, and sanctions regulations administered by the U.S. Office of Foreign Assets Control ("OFAC") ("trade laws").

You will not take any action that causes Microsoft to violate U.S. or other applicable trade laws. In the event that you learn of a potential violation of trade laws relating to the performance of this agreement, or a potential violation of the terms in this subsection, you will alert Microsoft as soon as possible, but in no event more than 14 days after acquiring this knowledge. Microsoft may suspend or terminate your participation in Microsoft Advertising to the extent that Microsoft reasonably concludes that performance would cause it to violate U.S. or other applicable trade laws, including those described above, or put it at risk of becoming the subject of economic sanctions under such laws.

For additional information, see http://www.microsoft.com/exporting .

Privacy and data protection policies

- Advertising is not allowed for websites whose main or sole purpose is the collection of personal data, intended as any information that can be used — either alone or in combination with others — to locate an individual, to be used for consumer or promotional marketing, or actions related to such purposes. This includes advertising for pages that link or redirect to such sites.

- As an advertiser, you must have a valid basis to collect personal information on your site(s) (e.g., user notice and consent).

- Collection of sensitive information, such as financial, healthcare, government issued IDs, etc., must be performed on a site hosted on a secure server, such as SSL (https) and only when strictly necessary.

- As an advertiser, it is your responsibility to comply with all applicable laws and regulations related to your collection and use of personal data. If you collect personal data, you must do so securely.

Privacy policy

You must provide a prominent link from your landing page — or include within the landing
page — a privacy policy that is applicable to the information being collected. This privacy policy must:

- Clearly and prominently include the name of the company that is collecting the personal information.

- Clearly state the purpose of the information being collected.

- Provide opt-out instructions, as applicable.

- Provide other information, as required by applicable laws and regulations.

Remarketing and personalization

Microsoft is committed to creating a trustworthy, safe, and fair online environment. Accordingly, we strive to provide the highest quality online experience for both advertisers and consumers. In addition to these policies, advertisers are required

to comply with all applicable laws and regulations. Advertisers may not target advertisements to users or exclude users from the population receiving advertisements based upon prohibited categories (including any applicable variables of such categories) under applicable law. It is your obligation to understand and comply with any such prohibitions applicable. Your use of personalization to discriminate or engage in illegal activities is not allowed.

PERSONALIZATION

Advertising personalization through the use of ad targeting settings on our platform helps you focus a campaign or ad group on potential audiences who meet specific criteria, so you can increase the chance that they see your ads. Personalization options can help maximize your ad's exposure to audiences who are likely to be interested in your products or services.

TARGETING CHILDREN/MINORS

Targeting people under the age of 18 is not allowed.

General ad requirements

Requirements

- The advertiser must be clearly identified in the format appropriate for the ad served.

- Write clear, factual ads that accurately describe what is offered on your website.

- Do not use offensive or inappropriate language.

- Do not include unproven claims or unauthorized endorsements in your ads or on your landing pages.

- If your ad contains competitive claims, make sure that your site, ad title and ad text all comply with our Intellectual property policies.

- Do not repeat words or phrases (example, "Sale, sale, sale…").

- Do not include unnecessary symbols to draw attention to ad copy (example: Ca$h, "¤", or word art). All characters and symbols should contribute to the ad's message.

- Ensure that your ads and landing pages comply with all Microsoft Advertising policies.

- Always write a short description that accurately describes what site visitors will find at your site. Concisely written ads are more interesting and attractive to prospective customers and give them a better experience and generally better results.

- Clearly explain how your offer specifically relates to the keywords you have chosen. To potentially improve your click-through rates, include the keyword in your title and description where possible.

- The use of phone numbers in ad copy must comply with our policies.

<u>Duplicate ads</u>

To provide the best possible user experience, Microsoft Advertising reserves the right to disallow specific ads or sites for offering a redundant user experience if the search results are too homogeneous. For example, we may disallow ads that link to websites whose content is too similar.

Multiple ads from the same advertiser may be displayed if the target site for each ad has:

- A separate, distinct brand

- A unique look and feel

- Different products or services

- To comply with these policies:

    o Make sure that your ad does not duplicate any of your other ads.

    o Do not submit multiple ads that link to sites whose content or design is very similar.

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Text guidelines

<u>Ad language</u>

- The language used in the ad must be appropriate for the market in which the ad is displayed.

- The ad language and/or search results must match the language of the page.

- As a general rule, landing pages should be in the local language(s) of the market.

- Foreign language words are allowed where they naturally fall into local language usage. For example, in English-speaking regions, the following foreign words are allowed: résumé, faux, burrito, café, fiancé, cliché, curriculum vitae, Zeitgeist.

- The landing page must be clear and understandable to the average user in the target market.

<u>Capitalization</u>

- Ads must use proper, grammatically correct capitalization.

- Proper nouns should be capitalized where appropriate. For example, "Purchase cheddar cheese imported from England."

- Capitalization must be consistent. For example, use title case, sentence case, or capitalize the first letter of every word.

- Ads may not use excessive or random capitalization, such as BIG SALE or AmAzinG.

- Titles should be title-cased in English-speaking markets. Titles should be sentence-cased in German-, French-, Spanish-, Italian-, and Dutch-speaking markets. Descriptions must be sentence case.

- Legitimate acronyms and advertiser brand names that are registered in all capital letters are allowed.

Grammar, punctuation, and spelling

- Grammar and spelling must be correct unless the incorrect grammar or spelling is part of the corporate or product branding.

- One exclamation point or question mark is allowed per sentence in ad text.

- Make sure that dynamic text, such as that used for {keyword}, {param2} and {param3}, does not cause incorrect grammar in your ad title or ad text.

- Spelling of dynamic text, such as that used for {keyword}, {param2}, and {param3}, must be correct.

  - If you bid on misspelled keywords, do not use them in ad groups that contain {keyword} dynamic text.

Symbols, special characters, and abbreviations

- Use numbers, letters, and symbols in a way that reflects normal speech.

- Only one price or % allowed per ad. This includes discounts and price reductions, such as 25% 50% off! or $99.99 $89.99 $79.99!

- Consecutive, non-alphanumeric characters are not allowed. For example, "TV - Only $5.95/Mo!!!"

- Use of italic, bold, superscript, subscript or other enhanced or resized fonts is not allowed.

- Use of the trademark symbol ™ or copyright symbol ® in the ad title or ad text is not allowed unless the trademark is already registered or in the process of application. For more information, please see the Intellectual property policies.

- Symbols not used as part of the language of the ad are not allowed in ad copy. For example, the following types of symbols and characters are not allowed in the ad title, ad text or keyword list:

  - Wingdings, dingbats, arrows, bullets, or other symbols used to draw attention to an ad.

  - Mathematical symbols such as <, >, =

  - Emoticons

  - Block elements such as █ or ▃

  - Accents or characters specific to languages other than those enabled for the market(s) the ad targets. For example, ~, ^, or ç would not be allowed in the US market.

  - Unnecessary symbols such as @, }{,][, ¤, § ⎓

- Abbreviated or shortened versions of words may be used if they reflect common usage and are in direct context of the advertised product or service. For example:

  - Month may be written as mo or mo. (with period).

  - Pic, pics, or pix may be used instead of pictures.

  - An ampersand (&) may be used in place of "and."

  - A number sign (#) may be used in place of "number" or "pounds."

- o A percent sign (%) may be used in place of "percent."

- o An X or x may be used in place of "times" or "by"—"5X faster" or "4x4 truck," for example.

- o A plus sign (+) may be used in place of "plus."

- o An asterisk (*) may be used to denote travel category stars—"4* hotel," for example.

Word count and character limits

- Minimum word count. A combined total of at least 3 words is required in your title and descriptive text.

- Character limitations. If your ad title, ad text or destination URL exceeds certain character limitations, you will receive an error message. Character limits are calculated with dynamic text included in the calculation.

URL characters

Display URLs and final URLs may only be in Latin, ASCII characters and must not contain accents or diacritics. Display URLs and final URLs with non-Latin characters — such as Chinese or Russian characters, for example — and Latin characters with accents and diacritics — such as http://contosé.com, for example — will be rejected.

URL types

- Display URL: The web page address that appears in your ad text.

- Final URL: The upgraded version of the URL address of the page on your website that people reach when they click your ad from a desktop or laptop.

- Tracking URL: The address that enables you to track performance.

- Landing page URL: The address of the final web page where users end up after clicking an ad.

Final and landing page URL.

The final URL must work properly and resolve to a single working website. It cannot connect to an email address or a file or result in a page with a 404 or other 4xx status code. The Microsoft Advertising crawler should not be blocked by your website Additionally, non-standard characters and IP addresses are disallowed.

Display URL

- The final URL determines the display URL; however, relevant content subfolders can be added.

- Display URLs in a single ad group must use the same top-level URL domain. For example, your ad group can feature display URLs with multiple folders – such as Microsoft.com/Office and Microsoft.com/Skype – but it may not feature multiple display URLs with different top-level domains – such as Microsoft.com and Contoso.com.

URL mismatch

- The display URL must match the landing page URL.

- If a tracking template is used to redirect the user, the landing page URL domain and content must match the final URL domain and content.

Acceptable URL mismatch

Limited to the following circumstances, non-matching display and landing page URLs are acceptable.

- Tracking URLs used for legitimate tracking purposes with redirects. Final URLs with redirects not matching the display URLs are acceptable provided that the top-level domain of the display URL and the top-level domain of the landing page URL match.

    - Approved

        - Display URL: www.constoso.com/shoe

        - Final URL: contoso.com/search?p=shoes...

        - Landing Page URL: contoso.com/search?p=shoes...

- Descriptive deep links. Subdomains or folders can be used in the display URL for descriptive purposes that do not match the subdomain or folders of the landing page URL provided that the top-level domain match, and that the subdomain or folder adequately describes the portion of your site users will land.

    - Approved

        - Display URL: www.constoso.com

        - Final URL: contosotracking.com/...

        - Landing Page URL: www.contoso.com

- Hosting sites. You may be allowed to use a descriptive display URL that does not match the landing page URL for hosted domains. If you believe you have a legitimate use case fitting in this category, you may appeal the rejection.

    - Approved

        - Display URL: www.constoso.com

        - Final URL: contoso2.hosted-domain.com

        - Landing Page URL: contoso2.hosted-domain.com

- Brand considerations. You may be allowed to use a display URL that does not match the landing page URL for brand consideration purposes. For example, a well-recognized product brand can be used as display URL to direct users to the generic sale portal of the product owner. If you believe you have a legitimate use case fitting in this category, you may appeal the rejection.

    - Approved

        - Display URL: office.microsoft.com

        - Final URL: products.microsoft.com/?office...

        - Landing Page URL: products.microsoft.com/?office...

Ad functionality

- Individualized content is not allowed.

    - Ads cannot include messaging and image techniques (including head shots) that give the user the impression that they will interact specifically with the person(s) highlighted within the campaign.

- References in an ad or within the landing page that specifically targets customers of a given brand, in an attempt to entice them to click on the ad (for example: "Attention Bing Users") are also not allowed.

- Ads cannot give the impression that you know something personal about the user.

- Content within images and videos must comply with Microsoft Advertising policies. For example, text or symbols within an image may not promote hate speech.

- Use of the following is strictly prohibited:

  - Functionality that is not predictive or does not display an expected experience/outcome.

  - Any element designed to generate a click without relevant information or content at the destination.

  - Content considered click-bait such as gimmicky, sensationalized, or shocking language or images.

  - Attention grabbing mechanisms and/or animation with the sole purpose of distracting the user. Some examples include: repetitive, rapid flashing, strobing or blinking tactics, and animated GIFs.

  - Images, wording or phrases included solely to generate user's attention and increase click through. Examples include, "use this 1 weird tip", "1 way…". "kill stomach fat", "don't buy car insurance", "your auto insurer hates this", "use this breakthrough…", etc.

  - Appear to make the ad landing page look broken or as if something is not working or what is considered to be normal on a web page.

  - Impact performance: General impact on performance, reliability, and quality of the user's computing experience (e.g., slow computer performance, corruption of the operating system, or other issues).

  - Functionality such as inactive "close" icons within the ad or on the landing page that does not trigger expected behavior. Dynamic user experiences within an ad must resolve to an expected, appropriate result on the landing page.

    - Examples include, if a user is able to select a specific state (such as Washington) from a dropdown list in an ad, the landing page experience must reflect the user's choice (such as mortgage rates specific to Washington State), static images of radio buttons, underlined text that appears to be a hyperlink but not actionable, or inactive selection boxes or dropdowns.

  - Require users to enter personal information (i.e., name, email address, phone number) to view information within the ad or landing page.

  - This does not apply to non-personal information such as a user's city/region for ad targeting purposes.

Media formats

Image

Image quality:

- Images must meet average industry standards, including proper image quality and resolution. For example, images may not be fuzzy, obscured, or non-readable.

- Imagery within the ad must be high quality / high definition.

- Image may not resolve in "image not available" or similar.

- The image must be relevant to the product that is being promoted, a direct correlation between the product that is being promoted and the image must exist.

- Advertisers should use accurate brand or logos. For example, do not use old, outdated logos, or logos that do not match the product or service advertised (for example image of a Windows Phone associated to a Microsoft Surface ad text). Microsoft Advertising Intellectual property policies and Promotion of third-party products and services also apply.

- In ads with multiple product and price offerings, offers and associated images must be consistent in quality, theme, and relevance to each other.

  o Examples of acceptable products/offers may include florists showing images of multiple bouquets or retailers showing images relevant to the theme of a campaign.

  o All offers/images must be clearly legible and uncrowded within the ad space.

  o Each of the images/offers within the same ad creative must be relevant to each other as well as to the campaign theme.

- Images may not be crude or inappropriate.

- Images may not be political or religious in nature.

- Images may not contain the following:

  o Symbols or imagery of hate speech.

  o Any depiction of Party or State leaders, political parties, government officials, or agency staff.

  o Any military symbols such as flags, emblems, salutes, etc.

  o National or regional flags, emblems, or similar.

  o Imagery or graphics that symbolize sensitive events, persons, or places.

  o Scary, violent, or offensive images or graphics.

  o Depictions of body organs.

  o RMB graphics.

  o Incomplete maps.

Nudity, offensive advertising

- Nudity is prohibited.

- Sexually suggestive images are disallowed.

- Images focusing on or showing cleavage, genitals, buttocks, and female nipples are not allowed.

- Scary, distasteful, or overly graphic images, cartoons, or animations, including depiction of body parts or bodily functions, are not allowed. For example, this may include images of accidents or dead bodies.

Endorsements and testimonials

- Endorsement and testimonials must be truthful and not misleading. Advertisers must comply with all applicable rules and regulations. For example, you must include a disclaimer indicating that the results of using your product may vary from those advertised, unless you can provide proof that results may be the same or similar as those advertised.

- Ads may not suggest or imply endorsement from a well-known entity when such endorsement is untrue. For example, images may not feature a known actor in conjunction with a product unless that actor has agreed to promote or endorse the product, and the advertiser has permission to promote the same.

<u>Audio</u>

Users should be in control of the audio experience, on click for instance, within and the landing page. A mute button or toggle must be present so users can mute.

Audio must adhere to all other policies and content guidelines and must be appropriate for all Microsoft audiences. For example, the use of racial or religious epithets, or language that advocates doing physical harm to people or their property, would be disallowed based upon our defamatory, slanderous, libelous, or threatening content policy.

Relevance and quality

<u>Relevance and quality policies</u>

Advertisers and consumers both benefit when they have positive experiences with Microsoft Advertising. To achieve this, please follow the policies about relevance and quality on this page. These requirements focus on four core aspects of your campaign that affect user experience: keyword relevancy, ad copy, landing page and site user experience, and landing page and site content quality.

How does this policy affect your ad delivery?

- Advertisers with more relevant keywords and higher quality ads and landing pages are usually rewarded with more prominent ad positions or a lower cost-per-click (CPC).

- Less relevant keywords and low-quality ads and landing pages might result in less favorable ad positions or a higher CPC.

- In some cases, the ad might not appear at all. Please check the Marketplace Exclusion section below for scenarios in which ads or sites may be completely excluded from the marketplace.

Keyword relevancy

Using the right techniques in choosing keywords and building ads not only drives user engagement, but it also helps maintain the ROI of the marketplace for all advertisers.

Keywords should be relevant. This means your site should be a satisfactory destination for users, based on a primary user intent of the keyword(s) you select.

Your keywords should relate directly to either:

- The specific range of products, services, or content on your landing page.

- The general content, purpose, and theme of your site.

Please note: Extremely popular or trending queries may be subject to a higher standard of relevancy and ads must fully align with the primary user intent of the keywords/queries to participate.

System quality

To ensure a positive user experience, and maintain ad and network quality, we may deactivate or delete accounts that have been inactive for over 15 months or remove non-performing keywords and ads from our platform. We also reserve the right to limit the number of keywords and ads that you upload or retain at any given time. In addition, we reserve the right to restrict ads serving on keywords in the following categories:

- Weapons

- Adult

- Pharmaceuticals

- Gambling

- Trademark (this does not apply to trademarks owned by the advertiser)

Ad copy (title, text, and display url)
- Ads must be clear, truthful, and accurate.

- Ads may not contain fake news reports or refer to fake news containing unsubstantiated, unsourced claims.

- Ads must be correctly constructed: Ads should be grammatically correct, not include misspellings, and be formatted correctly.

  o For information about how to format and create your ads, please see our General Ad Requirements policies.

- Ads must manage expectations:

  o Ads must not mislead.

  o Ads must be highly relevant to the product, services or information presented on your landing page, or the general content, purpose, and theme of your site.

  o When an ad implies that a product is for sale, the landing page must allow the purchase of that product.

- Ads must link to a landing page with content that matches the headline on the ad -- the user should not have to click again (or multiple times) to get to the content referred to in the ad headline. If there is a photo gallery on the landing page, the exact topic from the ad headline/image must be within the first five slides of the slideshow on the landing page.

- Content on the corresponding landing page must be accurate, up to date, and of high quality and taste.

Marketplace exclusion

Sites may be excluded if there is reason to believe that their advertising or business practices are potentially malicious, harmful, or deceptive or they consistently violate Microsoft's policies. For more information, please see the Legal, Privacy and Security policies.

The following are examples of sites that may be completely excluded from the marketplace:

- Sites that include viruses, malware, spyware, or other self-installing programs.

- Business models that attempt to mislead site visitors, or that seem deceptive or fraudulent.

- Phishing sites that try to trick visitors into sharing personal data for fraudulent purposes, such as stealing one's identity.

- Pages that consist entirely of advertising, or whose main purpose is to direct site visitors to advertising.

- Link farms.

- Parked domains.

- Sites operated by advertisers who consistently violate our policies or in the case of Search Ads, submit large numbers of irrelevant keywords.

Landing pages

The functionality of your site should not surprise site visitors or interfere with a user's ability to navigate, and disruptive or deceptive content is not allowed. Navigation buttons should operate in a standard and predictable manner, and sites and all parts of the page content should load properly.

- Your landing page must be available and reliably responsive even at peak use times.

- Your final URL must resolve to a single static landing page; it may not take users to a different page on the site each time the ad is clicked.

- Use a landing page that you own or control, or that you are authorized to represent or send traffic to.

- Landing pages that appear as editorial cannot include disclaimers or language such as Breaking News, Shocking Discovery, Special Report, Consumer News, Consumer Alerts, etc., that may make a user believe they are viewing editorial/news content.

- Advertorial landing pages must be clearly labeled as an Advertisement or Advertorial. The labeling must be at the top of the page; in the same font size as the main font on the advertorial or larger, and in a font color that stands out from the page background.

- The landing page must not:

  o Generate any disruptive pop-ups or pop-unders. Please note that functionalities that are part of the site's expected experience or otherwise non-intrusive or user initiated, such as an age verification or log-in for example, would be acceptable.

  o Spawn multiple pop-ups or any pop-up that prevents visitors from leaving the site.

- o Open any additional windows.

- o Mislead the user with "fake" dialog boxes or browser windows.

- o Be designed to look broken or simulate a non-working webpage in any way.

- o Use "fake" close behavior. For example, when a user clicks a "close" button on the page, it should close that page, and no other behavior should result:

Landing page and site content quality

Landing pages should enable users to find the products, services, or information they request easily, or assists users by informing or shortening their buying or research process. Your landing page should provide clear, direct access to content that is related to your ads and in the case of Search Ads, keywords and should not obstruct, delay, or confuse users. Landing page and site content should not function primarily to support the display of advertising or attract traffic.

Sites or landing pages may be considered low-quality content if they:

- Use doorway pages or cloaking.

- Without the user's consent:

   - o Change browser preferences or resetting default home pages.

   - o Resize browser windows or disabling browser buttons.

- Do not open properly or consistently result in a "product not available" message.

- Redirect site visitors unexpectedly to unrelated domains.

- Display a high density of advertising above the fold, and/or consist significantly of advertising or links.

- Feature content that functions primarily to support ad monetization.

- Are built for search engines and feature excessive off-topic keywords or pages that feature hard-to-read text.

- Consistently feature sparse or limited content, particularly where the user would expect to find a range of offers, products or information on a similar site.

- Exist only to redirect to other businesses without adding significant value as an intermediary, e.g., by providing enhanced pricing, product, or merchant information.

- Misrepresent the origin or intent of their content and as a result are likely to deceive a portion of the target audience.

- Require the entry of personal data unnecessary for the purposes of providing services or completing a purchase.

Please note, sites driving users directly to a sign-up or login page must enable the user to link back to the main home page or supporting content describing services and terms of use.

- Delay or obstruct the user's access to requested content, products or services by adding steps solely designed to monetize the user.

- Employ marketing tactics that might be considered evasive, overly sensational, or potentially confusing.

- It must be noted in ad copy if access to content or services requires a software download (e.g., toolbars):

Intellectual property

As an advertiser, you are responsible for ensuring that your keywords and ad content, including trademarks and logos, do not infringe or violate the intellectual property rights of others. We take allegations of trademark infringement seriously. Review our intellectual property policies below for details about trademarks, copyright, counterfeit goods and how to submit a complaint.

Definitions

Term(s)	Description
Counterfeit policy	Concerns the actual goods promoted on a site
Trademark	Concerns the trademark used in text of the ad or keywords
Counterfeit	Goods that mimic trademark brand features
Copyright/pirated goods	Goods that are a copy of the product (such as music, movies, software)

Trademark owner

If a trademark owner is concerned that their trademark is being used improperly in ad text or keyword, the owner may contact Microsoft by completing the Intellectual Property Concern Form.

Trademark infringement investigations

Microsoft will investigate a complaint about trademark infringement in the text of a search ad or infringement in keyword use, and will take appropriate action after it receives all required information. The investigation is designed to ensure the quality and accuracy of our ad results and to help our users avoid confusion.

Advertisers may not bid on keywords, or use in the content of ads, any term whose use would infringe the trademark of any third party or otherwise be unlawful or in violation of the rights of any third party.

Use of a third-party trademark may be allowed if its use is truthful and lawful, for example, if:

Your website provides information—product reviews, for example—about goods or services that are represented by the trademark, and your principal offering is not any product or service that competes with the goods or services represented by the trademark.

- You are clearly using the ordinary, dictionary use of a term, and your principal offering is not any product or service that competes with the goods or services represented by the trademark.

- You are a reseller whose website sells authentic goods or services that are distributed under the trademark.

Counterfeit policy

Microsoft prohibits the advertising of counterfeit goods on our advertising network. A counterfeit good is one that copies without permission the trademark and/or distinctive features of a product in order to either pass itself off as the genuine product or promote a nearly identical replica or imitation of the original product. Trademark or designer product brand names cannot be modified with "counterfeit," "fake," "replica," "copy of," "inspired by," "bootleg" or any synonym thereof.

Upon receiving a sufficiently detailed complaint containing all required information, Microsoft will investigate and, if appropriate, remove from our network an ad that violates this policy. If you are a trademark owner and want to submit an allegation regarding the advertising of counterfeit goods, please complete the Intellectual Property Concern Form.

Counterfeit policy vs. trademark policy: Our counterfeit policy concerns the actual goods promoted on a site, whereas our trademark policy concerns use of the trademark in the ad text itself.

Counterfeit vs. copyright/pirated goods: A counterfeit good mimics trademark brand features rather than copying a product itself (such as music, movies, and software).

If you feel that an ad violates this policy, please complete the appropriate Intellectual Property Concern Form.

Intellectual property rights

- Ads may not infringe upon Intellectual Property (IP) rights of others. The use of logos, registered marks, copyrighted material etc.

- Advertisers represent and warrant that they possess all the necessary rights and authorizations in order to promote movies, songs, media or any other content which may be subject to proprietary rights of others. Microsoft is not required to pre-validate or vet advertisements at any time, or to resolve disputes on behalf of its customers. At times however, Microsoft may ask you for additional information related to your advertisements.

- Advertisers are encouraged to maintain a DMCA compliant process, or local equivalent.

Disallowed content

To offer a safe and positive online experience for users, we cannot accept ads that contain or relate to certain content. This includes, but is not limited to, the content covered in the policies listed below. We reserve the right to reject or remove any ad, at our sole discretion and at any time.

Adult

Advertising may not include keyword variations, ads, or websites that relate in any way to illegal, non-consensual, denigrating, obscene or violent activity, including bestiality, brutality, torture, death, illegal drug use, cruelty, prostitution, pedophilia, rape, incest, extreme or shocking sex, child pornography, strippers/strip clubs, escorts or content that relates to persons who are, or are portrayed to be, under the legal age permitted in applicable jurisdictions. Ads should not contain content that is offensive or contrary to public morals.

Advertising for the following is also prohibited:

- Pornography.

- Dating sites with the clear intent for sexual encounters, where the website content features graphic images on the landing page, or the language is graphic or explicit in nature.

- Sites that promote porn stars or their personal brand.

- Sites where sex toys are the prominent feature of the site.

Areas of questionable legality

Microsoft does not accept advertising for illegal products and services. Microsoft reserves the right to refuse advertising for certain content, products, and services if the legality or regulatory status of the item is unclear or contains claims that appear unquestionably false.

Dating

Advertising for dating products and services such as dating sites or apps is not allowed.

Deceptive products and services

- Advertising is not allowed for products and services whose purpose is to enable search users to bypass or deceive a public system, regulation, procedure or individual. This type of advertising includes:

  - Essay-writing services and prewritten essays.

  - Fake IDs: Identification that is designed to disguise the accurate age, name, or other characteristics of the holder.

  - Fake diplomas and education transcripts: Advertisements from institutions that provide fake education transcripts or diplomas or that promote web-based, unaccredited colleges that offer degrees.

  - Bypassing copyright protection: Products or services that circumvent copyright protection or products that have disabled copyright protection.

  - Evading traffic tickets: Any device or service that is designed to evade speed enforcement laws, including, but not limited to laser jammers, license plate sprays and license plate covers.

  - Hacking & cracking: Sites that provide information or services to evade or bypass security systems of any kind or illegally access or tamper with software, servers, or websites.

  - Paid to click: Sites that offer to compensate users for clicking on ads or offers or performing web searches.

  - Cable descrambling equipment: Advertising that promotes devices for descrambling cable or satellite signals.

  - Beating drug tests: Products that facilitate or promote ways to "beat" a drug test.

Drugs and related paraphernalia

- Advertising that facilitates the distribution, use, or cultivation of illegal substances, substances of questionable legality, or substances whose primary purpose is for recreational mind alteration is prohibited.

- Advertising that facilitates the distribution of drug paraphernalia, which is defined as any legitimate equipment, product, or material that is modified for making, using, or concealing recreational drugs is prohibited.

- Advertising for narcotics, psychotropic drugs, or toxic drugs is prohibited.

- Advertising for marijuana, including medicinal marijuana, Salvia divinorum or Salvinorin A, or any substance or material containing these is prohibited.

- Advertising for CBD products is prohibited.

Education products and services

- Advertising for education related products and services is not allowed. This includes, but is not limited to ads for, or containing content related to:

    o Schools

    o Classes

    o Degree and certification programs

    o Training courses

    o Tutoring

    o Exam preparation

    o Placement assessments

Financial products and services

- Advertising for financial products and services is prohibited. This applies to all forms of currency including physical and virtual currency.

- Advertising for Ponzi schemes, pyramid schemes, or other legally questionable business opportunities, particularly if returns on investment rely solely on adding participants to the scheme or the consumer must pay a subscription fee or buy a specific product to join, and the value proposition of doing so is undefined is prohibited.

- Advertising for chain letters or offerings that imply that non-participation might result in loss or bad fortune is prohibited.

- Advertising for content that facilitates and/or promotes any "employment on income" opportunity which requires payment is prohibited.

- Advertising for services that "guarantee" financial return is prohibited.

- Advertising for services that "guarantee" foreclosure prevention is prohibited.

- Advertising for stocks, bonds, commodities, mutual funds, or other investment vehicles, including initial public offerings or "tips" on such products and services is prohibited.

- Advertising for penny stocks or penny auctions, also known as bidding fee auctions, is prohibited.

- Advertising for pawn shops is prohibited.

Fireworks and dangerous materials

- Advertising that facilitates the sale of fireworks, explosives, hyper-toxic chemicals, dangerous chemicals, radioactive substances, nuclear materials, hazardous materials, pyrotechnic devices, incendiary devices, lighters, or any other material that may pose a threat to individuals and properties is prohibited.

- Advertising for pesticides or other dangerous agricultural products is prohibited.

Food products

- Advertising for food products is not allowed.

- Advertising for energy drinks is not allowed.

- Advertising that promotes the sale or use of formula, feeding bottles, rubber nipples or baby food of any kind is not allowed.

Healthcare products and services

Advertisers for health or wellness products must follow all applicable regulatory policies and local laws, including maintaining up-to-date certification for the markets in which they advertise, as applicable.

Pharmacy and Healthcare

- Advertising for any medication is prohibited.

- Advertising for supplements and vitamins is prohibited.

- Advertising related to health conditions is prohibited.

- Advertising of services by health professionals including, but not limited to, treatment, consultation, implementation of teaching and research, or similar activities is prohibited.

- Advertising for medical procedures, products, or services is prohibited.

- Advertising for pre-natal gender determination is prohibited.

- Advertising for medical supplies is prohibited.

- Advertising for contact lenses is prohibited.

Drug and alcohol addiction recovery

- Advertising for drug and alcohol addiction recovery products and services is prohibited.

Information integrity and misleading content

Microsoft prohibits misleading deceptive content, or harmful content, or content that otherwise threatens public or personal safety, physical, mental, or financial health, or content whose primary purpose is to create controversy. Examples include, without limitations: Unsubstantiated claims, fraudulent free offers or pricing claims, sensationalized text or

images, content that isn't related to the product/service being promoted, content for goods or services that do not exist, misrepresentations, unauthorized promotion of third-party products and services, information influence operations, foreign interference, false or misleading content that may cause public harm, or other similar behaviors ("disinformation").

Information integrity

Following its commitment to a safe online environment, Microsoft Advertising has developed policies and enforcement processes to protect users from potential harm caused by misleading or false information while upholding the fundamental right to freedoms of expression and information. Microsoft will not willfully profit from disinformation nor fund disinformation actors. This includes, without limitations, prohibiting:

- Ads or sites that contain or lead to disinformation, or that may otherwise be untruthful or deceptive in any way.

- Ads that lead to landing pages containing disinformation, or other false, untruthful, or deceptive content.

We may use a combination of internal signals and trusted third-party data or information sources to reject, block, or take down ads or sites that contain disinformation or send traffic to pages containing disinformation.

We may block at the domain level landing pages or sites that violate this policy.

Unsubstantiated claims

Advertising that includes unproven claims or endorsements, including unauthorized celebrity endorsements, isn't allowed.

Misleading content

- All messaging, content, and images must be truthful and not deceptive.

- Messaging/content that isn't related to the topics on the landing page site is not permitted.

- Advertising cannot utilize superlative adjectives such as "best", "highest level", "national", and similar.

- It's not acceptable for an advertiser to give the appearance of knowing privileged or confidential information about the user.

- Advertising cannot use fictitious, falsified, or unverifiable research results, statistical data, results, quotations, or any other element that is untrue.

  - Advertisers may be asked to provide third-party substantiation to support certain claims.

- Advertising cannot use false or misleading information about geographical origin, or nature or quality of a product or service that gives the impression of a link if one doesn't exist.

- Advertising cannot omit information that a trader's required to provide to a consumer. This would be considered misleading omission.

- Advertisements and landing pages that may be considered faux blogs, articles, press releases, false product reviews or that simulate editorial, or content sites aren't acceptable.

- Prices and payment terms must be clear and accurate. Subscription services must be clearly disclosed upfront. For example:

- o   Ads and landing pages may not claim a price of $9.99 when the true price is $9.99 per month.

- Ads and landing pages must not charge money for products or services that are widely available elsewhere for free or otherwise exploit users' unfamiliarity with standard costs. For example:

  - o   Advertisers may not charge for downloading a product, like Skype, when the same software is offered for free by the owner.

Legal services

Advertising for legal products and services included, but not limited to, law firms, attorneys, legal forms, and invitations to participate in a lawsuit, is not allowed.

Malware and phishing

Malware and security

Microsoft does not allow malware or security threats to exist on our publisher pages and will remove the offending ads immediately, without warning, and may take further action to remove advertisers, buyers, or brands if they are determined to present a security risk to Microsoft or its end users. The following is a non-exhaustive list of definitions and activities of malware and security threats that will be subject to immediate removal:

- The ads and/or their landing pages contain viruses, worms, corrupted files, cracks, or other material that is intended to or may damage or render inoperable software, hardware or security measures of Microsoft, any user of a Microsoft product or service, or any third party.

- The ads contain any script intended to mine the user's personal data.

- Ads that auto-redirect to any location or take a user out of an app or browser.

- Ads that create a pop-up of any kind.

- Ads that include fake virus warnings or other "scareware" tactics, software updates or phishing content.

- Direct links to executable files, reinstalls or apps that alter installed software.

- Ads that click to, or event-tracker links to malicious domains.

- Ads that use any script intended to mine cryptocurrency.

- Ads that initiate auto dialing a phone number.

- Ads that alter the content or page layout of the publisher site.

- Ads that have a general impact on performance, reliability, and quality of the user's computing experience (e.g., slow computer performance, reduced productivity, corruption of the operating system, or other issues).

- Ads that have a negative impact on the security of the user's computer or attempt to circumvent or disable security, including but not limited to evidence of malicious behaviors.

- Ads that use any form of cloaking technology intended to obfuscate any portion of an ad from scanning, audits, or any user segment.

Phishing

Sites that try to trick visitors into sharing personal data for fraudulent purposes, such as stealing one's identity, for example, are prohibited.

For more information on compliant collection of personal data, please see the Relevance and quality policies.

To report a site suspected of phishing, please use the [Low-quality ad submission & escalation form](#)

Non-indexed sites

Advertising is not allowed for sites that offer access to Usenet newsgroups, the dark web, or any other form of site that is not indexed by conventional search engines.

Offensive and controversial content

Potentially offensive or obscene graphics or language that facilitates, promotes, or uses offensive, distasteful, vulgar, gross, inappropriate language, profanity, or applies scare tactics, contains scary, threatening or sexually suggestive text, images, or situations (includes cartoons or animations) is prohibited.

Defamatory, slanderous, libelous, or threatening content

Advertising is not allowed if the ads, keywords or sites contain racial or religious epithets, advocate doing physical harm to people or their property, encourage conduct that is likely to cause personal or public safety, encourage conduct that jeopardizes the natural environment, advocate against any individual, business (and/or its products) or group, is capable of harming the physical, intellectual, or moral development of children or young persons, or contain claims that appear unquestionably false. Inflammatory or slanderous language, or language which may imply violence is not allowed.

Hate speech

Advertising that facilitates or promotes hate speech is not allowed. This includes content and targeting that is intended to degrade, intimidate, or incite violence or prejudicial action against people based on their race, gender, ethnicity, national origin, religion, sexual orientation, disability, or other differentiating factors.

Suffering and violence

- Advertising is not allowed that displays, advocates, glorifies, or promotes violent activity, rape, torture, cannibalism, human suffering or death, self-harm, violence and/or cruelty against animals or graphic or violent images.

- Content that shows blood spatter or excessive blood, cruelty, violence, glorification of crimes, depictions of people or creatures on fire and/or showing actions that result in bodily harm or fatalities is not allowed.

- Content that shows guns pointed at the audience is not allowed.

Other sensitive content

- Content that is contrary to traditional virtues is not allowed.

- Content related to sensitive historical events, symbols or imagery, customs, locations, organizations, banned celebrities or banned media is prohibited.

- Advertising that is contrary to the One China Policy is not allowed.

- Advertising related to military activities is prohibited.

People finder and research sites

- Advertising for people finder sites is not allowed.

- Advertising for services that provide either background checks, arrest records, access, or removal of mug shots and/or criminal backgrounds is prohibited.

Piracy

Advertising is not allowed for products or offerings that promote file sharing of copyrighted content, or where the primary intent is to provide software or platforms that enable file sharing of copyrighted content.

Political

- Advertising for election related content including election canvassing and election polls, political parties, candidates, and ballot measures is not allowed.

- Advertising containing content related to debate of general interest linked to an electoral campaign is prohibited.

- Fundraising for political candidates, parties, and ballot measures is not allowed.

- Advertising cannot exploit sensitive political issues for commercial gain or promote extreme political agendas or any known associations with hate, criminal or terrorist activities.

- Advertising that exploits political agendas, sensitive political issues or uses "hot button" political issues or names of prominent politicians is prohibited regardless of whether the advertiser has a political agenda.

- Advertising that includes content or imagery disparaging government officials or political leaders, past or present, is prohibited.

Real estate

- Advertising for real estate services is not allowed. This includes, but is not limited to ads for, or containing content related to:
  - Real estate investments
  - Real estate companies or agents
  - Real estate brokers
  - Property listings
  - Rental property listings

Religious content

- Advertising containing religious content is prohibited.

    - Advertising cannot exploit sensitive religious issues for commercial gain.

    - Advertising cannot promote extreme religious agendas or any known associations with hate, criminal, or terrorist activities.

    - Advertising may not insult any ideology or utilize religious symbols or motifs in a way that is considered in poor taste.

    - Advertising cannot promote religious ideas.

    - Advertising for illegal organizations established under the guise of religion, qigong or other names, deify the leaders of the organization, manufacture or disseminate superstitious heresies, or other means to deceive others and control their members to do harm to society is prohibited.

    - Advertising for places of worship is not allowed (except in the context of a specific non-religious event).

    - Advertising cannot feature institutions, national or religious symbols, or historical characters.

    - Advertising for media containing this content is not allowed.

Sensitive event advertising

Microsoft reserves the right to remove or limit advertising permanently or for a period of time in response to a sensitive tragedy, disaster, death, or high-profile news event, particularly if advertising:

- May appear to exploit events for commercial gain.

- May be considered inappropriate, especially given certain events or circumstances.

- May affect user safety (for example a product recall).

Special materials

Advertising for products that focus on special materials, processes, or functions that require a valid identification certificate or quality inspection is not allowed.

This includes, but is not limited to:

- Precious metals

- Gems

- Lumber

- Waterproof/dustproof products

Superstitious content

- Advertising containing or linking to content that is considered superstitious is prohibited.

- Advertising for astrology, horoscopes, and similar products/services is prohibited.

- Advertising related to paranormal phenomena, parapsychology, psychics, fortune tellers, or related services is not allowed.

- Advertising for media related to this content is not allowed.

Tattoos and body piercing

- Depictions of excessive tattoos and body piercings are prohibited.

- The promotion of tattoos, body branding, body piercing, tongue-splitting, or other similar methods of body modification is prohibited.

Tobacco products

- Advertising for the sale or use of cigarettes, cigars, smokeless tobacco, cigarette papers, blunt wraps, or any other preparation of tobacco or nicotine, or any other instrument or paraphernalia that is designed for the smoking or ingestion of tobacco or nicotine, products prepared from tobacco or nicotine, or any controlled substance is prohibited.

- Advertising for electronic cigarettes and vapes, including the cartridges and liquid solutions that are used in such devices, is not allowed even if marketed as a smoking cessation product.

- Advertising products and services intended for smoking cessation that reference nicotine are not allowed.

Trafficking or exploitation

- Advertising including but not limited to advocating, glorification of, promotion or facilitation of any exploitation, human trafficking is not allowed. This includes business models that exploit socio-economic differences such as "international dating".

- Services related to international matchmaking for marriage, or "mail-order brides" are prohibited.

Unregulated user-generated content

Advertising is not allowed for user-generated content if Microsoft has reason to believe that such content might not be sufficiently regulated or moderated.

Weapons

Advertising is not allowed that promotes products whose primary use is violence or could cause harm to an individual. Such content includes:

- Knives and other cutting tools, including, but not limited to: switchblade knives, disguised knives, buckle knives, lipstick case knives, air gauge knives, knuckle knives and writing pen knives, pocket knives, kitchen knives, axes, box knives, hunting knives, scissors, daggers, bayonets, sabres, etc.

- Guns, firearms, ammunition, integral weapons parts, accessories that are attachable to, or that aid in the use of a gun or firearm, products designed to create ammunition or guns, and products that aid in ammunition reloading.

    - Guns capable of firing a projectile by any method; for example, rifles, shotguns, handguns, semi-automatic or automatic guns, potentially functional replicas or antiques, blank guns, BB guns, paintball guns, and air guns.

    - Ammunition; for example, bullets, cartridges, and BB pellets.

    - Integral parts, including magazines, stocks, trigger assemblies, hammers, pulls, firing pins, barrels, silencers and converters.

    - Accessories that are attachable to a weapon; for example, scopes and grips.

    - Products designed to create ammunition or aid in reloading; for example, bullet presses and reloaders.

- Militia ordinance and grenades

    - Ordinance (military weaponry, ammunition and related parts), even if the item is unserviceable or has been "demilitarized."

    - Grenades, including metal military practice grenades, rifle grenades, dummy grenades, grenade launcher attachments and mines, even if the item is unserviceable or has been "demilitarized."

- Brass, plastic or metal knuckles.

- Leaded canes, staffs, crutches or sticks.

- Zip guns, sand clubs, saps or blackjacks.

- Self-defense weapons such as sprays and tasers.

- Bow and arrow and crossbows.

- Ornamental weapons, including those intended for wall display.

- Toy weapons.

Wildlife and endangered species

- Advertising that promotes the trading or sale of products or services derived from endangered or threatened species is not allowed. A few examples are included below. Additional information and examples can be found on the website for the Coalition to End Wildlife Trafficking Online.

    - Elephant ivory

    - Leopard, tiger, or lion hide/skin

    - Live animals such as tortoises or turtles

    - Rhino horns

    - Sale of tigers or other endangered/threatened animals

    - Shark fins

       o   Whale or dolphin hunting trips

- Advertising for the sale and shipment of live animals is prohibited.

- Advertising for the sale, purchase, or use of wild animals or wildlife products is prohibited. The list of protected national wildlife can be found [here](#).

- Advertising for the sale, purchase, or use of prohibited hunting tools is not allowed.

Restricted Content

As part of our commitment to provide the highest quality experience, we may restrict or modulate the serving of ads containing or relating to certain products or services. These products and services are listed below; Microsoft also reserves the right to reject or remove any ad in its sole discretion at any time.

<u>Alcohol</u>

Advertising must comply with all applicable laws, regulations, and other standard industry requirements applicable to the promotion of alcohol to the public, including required notices, warnings, and disclaimers. Additionally, advertisers must possess either the Food Business License or Food Production License.

Advertising cannot:

- Glorify or incite the consumption of alcohol, encourage excessive consumption, or discourage abstinence or moderation.

- Include descriptions of acts of drinking, driving a car, vessel, airplane, etc.

- Be directed toward individuals under the applicable minimum drinking age, or served in a context where it is highly likely it will be displayed to such individuals. This includes, but it is not limited to, the use of language, themes, expressions, graphic resources, audio or visual elements that may appeal to underage individuals, or using individuals who are or appear to be underage in promotional content or on the website.

- State that alcohol has therapeutic properties, that it is a stimulant, that it is a sedative, or that it can help resolve conflict.

- Link consumption of alcohol to enhanced performance such as physical performance or driving.

- Place the emphasis on high alcohol content as a positive quality of the beverage.

- Give the impression that alcohol is essential to or contributes to business, social, academic, or athletic success or acceptance.

<u>Beauty & Cosmetics</u>

- Qualification of cosmetics in China is required.

- Advertising that is misleading, promotes false, unrealistic, or extreme results is prohibited. This includes misleading comparative claims to pharmaceuticals or surgical procedures.

- Advertising cannot guarantee the effect of a product or service.

- Advertising for cosmetics cannot use medical terms which may cause the user to confuse the product with medicine or medical products/services.

- Advertisers should not manipulate an image to the point that it goes beyond the look which the cosmetic product alone can achieve.

- Advertising for medical treatments for cosmetic purposes is not allowed.

- Before and after photographs are not allowed.

- Advertising cannot contain images of doctors or medical environments.

Dangerous Actions

Advertising that contains content or images related to potentially dangerous activities must include the warning "Dangerous Actions, please do not imitate". Some examples of potentially dangerous actions include, but are not limited to:

- Extreme sports such as sky-diving, bungee jumping, parkour, stunt driving, cycling stunts, and wingsuit flying.

- High risk sports such as swimming, skiing (including alpine skiing, freestyle skiing, and snowboarding), diving, and rock climbing.

- Dangerous production of food or drinks such as using fire, pouring hot oil, or similar activities that could result in danger or injury.

- Experimentation with chemicals such as chemistry which may cause risk of explosion, combustion, or similar.

- Other risky activities such as treadmill dancing, falling backwards, somersaults, flips, elevator splits, or similar.

Gambling

Gambling content

- Gambling ads are not allowed with the exception of state sponsored lottery ads.

  - Lottery tickets cannot be sold online.

- Advertising for brick-and-mortar casinos is prohibited.

Other gaming content

- Advertising for casino related games, or other games of chance, are prohibited even when the game is free-to-play.

Sweepstakes and contests

- Ads for promotional competitions must clearly state:

  - The types of prizes, conditions and methods of participation

- o   Time and methods of disclosure of prizes

- o   Names and types of prizes

- o   Amount/prices of the prizes

- o   Quantity of prizes and odds of winning

- o   Time and conditions for claiming prizes

- o   Methods of claiming prizes

- o   Delivery methods of prizes

- o   Conditions for waiving prizes

- o   Sponsors and their contact details

This information cannot be changed, nor can conditions be added or affect the claiming of the prize, unless it is beneficial to consumers.

<u>Government services and products</u>

- Advertising for products and services offered by the government is only allowed directly from the government.

  - For clarity, services that are not provided by the government such as accounting and tax services are permitted.

- Advertisers may not bid on terms related to government or civil products, services, agencies, apps, or websites.

- Advertisers may not falsely pose as or claim affiliation with a government agency.

- Websites cannot use methods that make their site appear to be the government through the use of items such as official colors, seals, logos, domain names, etc.

<u>Pricing</u>

The offer must disclose all of the material terms of the transaction and obtain customers' express informed consent. The pricing and billing models must be truthful, accurate and easy to understand, and must be compliant with Microsoft Advertising misleading content policies.

- The default price should be in the local currency.

- Price, discounts, or offers displayed must be available on the landing page.

- One or more products must be available at the offered price and must be easily accessible to users on the landing page.

- For multiple pricing options, such as variable prices based on different quantities or subscription options, the default price on the landing page should be the price shown in the ad.

- All applicable conditions, taxes, costs, discounts, etc. must be clearly displayed before purchase.

- Recurring payments or installments are acceptable, provided that all material terms are fairly disclosed prior to the purchase, including the total final price amount, the amount of each individual payment, the total number of payments, and applicable manner and means of cancellation.

Free offers and price promises

- The landing page must prominently feature any special prices, discounts or free offers that are described in the ad.

  - For example, if your ad offers select shoes at 50% off, the landing page must feature the shoes that are 50% off.

- The terms and conditions of an offer must be presented prior to the signup or purchase decision. The disclosure (or notice that a disclosure applies) must be made in close proximity to the claim, and must be clear, conspicuous and in a font equal in size to that of the base font of the landing page.

- If the ad or landing pages contain "free," "complimentary" or other similar offers, the type, specification, quantity, period and method of such goods or services which are attached as gift shall be specified.

- The landing page must include special prices, discounts or free offers described in the ad.

- $0 offers are not allowed if the user must pay any portion including delivery, fees, or taxes, as they would be considered misleading.

Savings and rebate claims

- Discounts can be disclosed either in the ad copy, on the landing page or at check out. Conversely, base prices at check-out higher than presented in the ad are disallowed.

- If a rebate is offered, all conditions must be clearly displayed (e.g., mail-in vs. instant rebate).

- Do not represent false, misleading, or deceptive reasons for savings claims (e.g., going-out-of-business sale where the business is not closing).

- Savings, rebate and discounts are often subject to local regulations in the geographical area(s) you are targeting. You are responsible for compliance with all applicable local regulations, including among others those related to "free offers," representations regarding "clearance" pricing, calculation of saving and ordinary price claims (e.g., "Save X%" "Now $X off") etc.

Subscription services

- Pricing, recurring billing, frequency of payments, the duration, auto-renewals, and refunds must be clearly disclosed to users before they subscribe.

- If subscriptions are available at a lower price during a promotional period, it must be made clear prior to the subscription when the promotional period ends and what the regular price will be at the end of the promotional period.

- Provide a prominent opt-in checkbox or other clear mechanism indicating that the user knowingly accepts the price and subscription service. This is required to be on the first page of your site on which users enter personal data, and the user should not be able to proceed without opting in.

- Applicable cancellation procedures must be easy to understand, use and accessible to users.

Promotion of third-party products and services

- Advertisers offering services or otherwise promoting a third-party product may not claim affiliation with the owner or manufacturer of the product when no such relationship exists.

- Advertisers may not state or imply that they are the owner of a product or service when this is not the case and must disclose when the product or service may also be available somewhere else (by the owner for example).

- Advertisers must be accurate when describing their relationship with the owner of a product or service (for example if they are authorized distributors).

- Advertisers may not give the impression of an official or celebrity endorsement without proof of partnership upon request. This includes the use of images of celebrities without their express permission.

- Brands, logos etc. may not be used deceptively, either in native ad copy or landing page, in a way that tends to suggest that the site, product or service is owned, managed, promoted, or endorsed by the owner of the product or service, unless a qualified relationship exists (parent-affiliate, certified partners, authorized resellers etc.).

  - Certified partners and resellers must comply with the requirements of the certification program, including brand usage guidelines, and may not misuse their certification credentials for the purpose of misrepresenting affiliation or endorsement, or otherwise conveying legitimacy to their sites and offers for deceptive purposes.

- Advertisers may not use misleading display or destination URLs or domains.

- All sites must provide access to contact information, such as a valid phone number, email, contact form or mailing address.

- Advertisers must not claim to provide a service that can only be provided by the actual owner of the products or service advertised. For example, a third party may not claim to be able to reset email passwords.

- The fulfillment of the original customer's request, as advertised in ad copy, must not be made conditional to the provision or purchase of other products or services. Other products or services may be promoted on the website, but they must be clearly identified as such, and it must be easy for the user to decline them.

- Advertisers may not promote online technical support to consumers for products or services that the advertisers do not directly own.

- All disclosures and statements required by this policy must be made available very close to the offer, and must be clear, conspicuous, and legible.

- Except for e-commerce platforms and co-branded products or services, other advertisers are not allowed to advertise other companies' products or services.

  - Cooperation certificate or authorization document is required.

Software, freeware & shareware

Advertisers, publishers, and partners must ensure a positive download experience for users. This includes, at a minimum: clearly identifying the software that is being installed and its source; explaining the effects on the user's browser settings or operating system and its settings, etc.; and allowing easy uninstall and disablement. Use the policies on this page for help.

In addition to compliance with these policies, we also require compliance with the Microsoft Malware Protection Center policies and adherence to prevalent industry guidelines and best practices.

Malicious and unwanted software

Microsoft does not allow the promotion and distribution of either malicious software or unwanted software.

- **Malicious software** is software which performs malicious actions on the user's device, such as compromising personal and financial information or security protocols. Malicious software includes, but is not limited to: trojan, worms, ransomware, trojanclicker, trojanspy, backdoor trojan, exploit, macro virus, virtool, dropper, rogue security software, password stealer, obfuscator, hacktool, virus, spyware (including recording actions performed on the user's device such as keystroke logging) and scareware.
  Microsoft utilizes a series of signals and classifications to determine whether software meets the definition of malicious software.

- **Unwanted software** includes software that does not expressly fall under the definition of malicious software, but still includes functionality which limit or deny users' choice and control on the experience on their own devices or may otherwise compromise user computing experience and/or the performance of the user's device, browser, operating system or even publisher properties.
  In determining whether software is "unwanted software," we apply the criteria listed below. We also consider the Microsoft Malware Protection Center policies, other Microsoft product requirements (such as Windows), industry guidelines and best practices.

User choice and control

Users must be provided with adequate choice and control before, during and after installation. Microsoft Advertising does not allow software which does not provide adequate choice and/or control.

Choice ensures that users are fully informed about how software may affect their experience on their devices, and that none of the functions of a program or settings on the device are altered without the user's clear and informed consent.

Control ensures that users are in full control of the overall experience on their device, including all software applications they download. Users must be in control at all times, including if and when they elect to revert back to previous settings or uninstall or disable any previously installed software.

User notice must be clear, informed, unequivocal, and not coerced or otherwise obtained through misleading claims, false representations, or other fraudulent means. In determining whether disclosures to users are acceptable, we will consider the totality of the experience on both the offer and the landing page and/or offer screen from the point of view of an average consumer. Material terms cannot appear only within the End User License Agreement ("EULA") but must be prominently displayed up front (that is, what an average user can read and understand) and must not be misleading or hidden (for example only under the "Custom Install" option).

- **Disclosures** enable users to exercise choice. All relevant and material information must be clearly and prominently disclosed up front to end users on the landing page, offer screen or store listing (as relevant) before install. This includes, but is not limited to:

  - Origin and scope of the download, including if the download originates from a different domain.

  - All software that is included in the download. This includes each product name, source, key features and functionalities, and a link to the privacy policy and EULA (which shall include contact information).

  - Actions and effects that the software will have on the user's device and settings, including changes to the search providers, autocomplete, homepages, local file systems and other configurations and user's settings.

  - Alteration of existing software on the user's device.

  - Any variations from the official software.

  - Software uninstalls information that includes instructions on reverting back settings that the software changes.

- **Offer screens** must clearly disclose and identify to users all software included in the offer (including appropriate branding/logo usage).

  - The name of the software on the offer screen must match the name of the software as stored on the user device and uninstall dialogs. In other words, users must be able to clearly locate the software on their devices based on the original name presented in the offer screen at installation.

  - Add/remove details must be accurate (for example, install date must match the date of the program installation).

  - Offer screens must be presented to the user as either opt-in or opt-out.

  - Users must be able to decline all secondary offers, individually or in bulk ("Skip All").

    - Accept and Decline options must be of equal prominence.

    - Repeat declines are disallowed. As users decline any or all secondary offers, the offer screen must not prompt users to decline the same offer(s) more than once.

  - Offer screens must clearly disclose to the users any changes to the settings, existing software and applications. For example, modifications to the search provider, homepage and/or new tab must be clearly disclosed to the user.

Disallowed behaviors

- Software must not include malicious or unwanted software.

- Software must not create any unexpected behaviors. The software must behave consistently with the declared behavior and functionalities at install.

- Software must not perform activities that are hidden to the user or otherwise attempt to hide its presence or operation on the device, unless for legitimate background processes (which would be disclosed to users at install).

For clarity, this does not include activities that would normally be expected to be hidden as part of regular product functionality, such as calculations.

- Software must not be designed to evade, circumvent, or impair security checks, antimalware, operating system and browser security scans and protection, or spam filters.

    o Cloaking behaviors or technology, or any behaviors meant to elude scans or detection, is not allowed. The software must not behave differently in a virtual environment or otherwise attempt to elude browser protection, anti-malware detection or fraud filtering.

- Downloads must not alter, reconfigure, or disable existing software or settings installed on the user's device without clear disclosure and consent from the user before install.

- Software must not inhibit or otherwise limit the user`s ability to control and change settings on the device.

- Software that automatically dials a phone number or connects remotely to another device or system without legitimate reasons and/or user consent is not allowed.

- Alerts or other technologies must not attempt to mislead users into believing something is wrong with their device that needs fixing when this is not the case (e.g., scareware), or otherwise misrepresent or make exaggerated claims about system health and performance (for example by claiming that the system performance will improve by removing files that do not positively affect system performance).

- PC cleaner/optimization software should provide error details to further specify their claims, as opposed to merely stating the presence of a certain number of issues.

- Free downloads must not be made conditional to any forms of consideration, including a sign up or the provision of a cellular phone number (except in the event where sign up/account creation needs to be validated by the user, such as an email account creation validated via text message, or a required app store account creation for example).

- Software must not weaken or attempt to compromise the security and/or protection of the user device or attempt to disclose any of the personal or sensitive information of the end user.

- Software may not replace, add to or remove from the webpage by injecting content, or causing site content not to display, from a source with which the site owner does not have an affiliation.

- Software must not limit the user's control or programmatic control of the user's browser default search settings, home page and new tab, either through additional questioning/prompts or other means of prevention when a change to the default search, home page or new tab settings is attempted.

- Unsigned software is not allowed. All software must be digitally signed by its author(s) using a valid certificate issued by a reputable certification authority.

- Unauthorized distribution is not allowed. Advertisers and partners may only distribute software which they are authorized to distribute. Please review our Misleading Content Policy to learn more about promotion of third-party products and services.

    o Free desktop software in particular is subject to heightened controls, which may require actual proof of authorized distribution from the software publisher.

- Software that changes browsing experience must adhere to the browser's and/or operating system's respective supported extensibility models and policies. For example, software may not suppress or otherwise circumvent browser consent dialogs.

- Users must be able to abort software installation prior to completion through a standard "close" button. Aborted installations must be complete, in that no traces of the software remain on the device (including discarding of any selections made prior to abort).

- Installation programs may only present one single dialog prompt confirming user intent to abort in clear, straightforward language.

- If a user declines an offer or cancels the install before the installation process is completed, software may not place any shortcuts on the user's device to continue the installation at a later time.

- Changes to user's device and settings, including changes to the search providers, homepages, local file systems and other configurations and user's settings must be easily reversible without negative impact.

- Undisclosed files that are unnecessary or unrelated to the software being installed must not be installed or delivered.

Update functionality

- Updates must not be triggered without user consent, with the exception of enterprise products background updates (disclosed at install). Users may agree to automatic updates during installation via prominent consent language (e.g., a check box on the offer screen).

- Update dialogs must clearly disclose what is being updated.

- Software updates must not materially alter the original function of the software disclosed at install without the user consent and control.

- A software update must not alter third party software without user consent.

    o   For clarity, this does not include antimalware software signature updates that enable the detection of third-party software for user protection purposes; an updated antimalware product is allowed to detect third party software as result of its updates.

Uninstall functionality

Any software download must include an uninstall function in the Programs and Features or Add/Remove Programs control panel, or the browsers or operating system's default removal method.

- The uninstall process must not be difficult, confusing, or made conditional to payments, subscriptions, other downloads, etc.

- Upon uninstall, a program may only display one single confirmation prompt. The confirmation prompt cannot be misleading or otherwise attempting to persuade the user not to proceed with the uninstall.

- During uninstall, software may not install, uninstall or reinstall other unrelated software on the device without user consent.

- The uninstall process must be complete and permanent for each software download. No traces of the specific uninstalled software can remain on the user's device.

Bundling functionality

- All software that is included in the download bundle must be clearly disclosed to the user.

- The software or bundles must not be altered from what was disclosed to the end user or after review by Microsoft (for example, by injecting code into the bundle).

- End users must be allowed to easily decline each individual software within the bundle, either individually or through a "skip all."

- Installer and bundles must not crash or freeze programs or the device.

- Chained bundlers (bundle within a bundle) are not allowed.

- Legitimate software cannot be bundled with other software that is not allowed by this policy. For example, an otherwise "complaint" software cannot be bundled with spyware.

Additional requirements for advertisements

- Software should be available on the website as advertised in ad copy.

  o The software promoted in ad copy must be present on the landing page.

  o If the ad copy promotes "latest version, free" of a download, users must be able to download the latest version of the software from the website at no cost, and without the need to download any additional software (either for payment or free).

  o It must be noted in ad copy if access to content or services requires a software download (e.g., toolbars).

Solicitation of funds/ fund-raising

- Advertising is not allowed for sites that solicit money from users or perform fundraising activities unless they are a registered charity, or recognized organization.

  o Ads cannot exaggerate the impact of natural disasters, sensitive events, or utilize imagery or content that portrays disadvantaged groups in a negative situation to gain empathy.

- Crowdsourcing/funding campaigns for a specific cause or tragedy is not allowed.

  o Branding campaigns for crowdsourcing/funding sites are allowed without mention of specific cause.

Spy cams or surveillance equipment

Advertising for spy cameras or surveillance equipment for non-legitimate use (i.e., any illegal surveillance; purposefully spying whether for pleasure or any other reason) is prohibited; only advertising that clearly promotes and/or suggests legitimate usage of such equipment is allowed.

<u>Tolled numbers</u>

Advertising for any pay per call services must clearly disclose the cost of the call.

<u>Weight Loss</u>

- Advertising for weight management, weight loss, measurement reduction and related content such as weight loss programs, exercise programs, and fitness equipment is allowed with the following restrictions:

  - Advertising must be made in conjunction with reference to sensible lifestyle factors such as diet and exercise.

  - Cannot be aimed at children.

  - Cannot use medical terms or otherwise mislead consumers to confuse the plan or equipment with medicinal products or machinery.

  - Cannot suggest that it is desirable to be underweight, or that stopping eating is a recommended method to lose weight.

  - Cannot refer to the rate or amount of weight loss.

  - Cannot claim that a user will lose weight without changing any of their habits and the claims of results must be realistic and obtainable.

- "Before and after" pictures are not allowed.

- Advertising for weight loss supplements is prohibited.

Ad extension restrictions/requirements

Ad Extensions are enhancements for traditional text ads that enable you to improve engagement with your customers and campaign performance. Microsoft Advertising policies apply to all ad extensions, along with some additional requirements listed below. Please note that most of these requirements apply to all ad extensions, for example the accuracy and truthfulness of the information you provide.

Sitelink extensions

Sitelink Extensions are additional links in your ads that take people to specific pages on your website.

- It should be clear which portion of your website is promoted by each sitelink extension. For example, link text such as "Contacts" may not point to the "New Arrivals" portion of your website.

- Each sitelink extension needs to feature a unique name. In other words, you may not have multiple sitelink extensions with the same link text within a single ad.

- A click on a sitelink extension may not trigger an automatic download.

- You can enter up to 20 sitelink extensions per ad group. Character limitations may apply.

Filter Link Extensions

Filter Link Extensions allow you to highlight key products and services, and help potential customers jump directly to the offerings that interest them.

- Filter Link text must be directly related to the header. For example, a florist may select the header "Flowers", link text may include "Orchid", "Peony", "Rose", etc.

- Filter Link text cannot be duplicated in the header. For example, "Flowers" cannot be used as a link under the "Flowers" header.

- Filter Link text must not feature any disallowed content per our policies, for example hate speech, defamatory, or controversial content.

Image Extensions

Image Extensions are photographs placed in your ad that can set it apart from other ads, helping to increase clicks and grab attention.

- Image extensions must be relevant to the product/service being advertised.

Action Extensions

Action Extensions allow you to add a clickable button in your text ad. Action Extensions are selected from a pre-existing list of actions.

- Any action selected for the ad must be relevant to the ad copy and landing page where it will drive users.