

adform

Change the game

Ad Quality Policies

1 March 2026



Content Policies

Below you will find a list of Adform's advertising policies, which set forth the content requirements for advertisements (the "**Policies**") made available by Adform's demand-side clients and partners (the "**Buyers**") when buying advertising inventory via Adform platform (hereafter "Adform Services"). Failure to comply with the Policies may result into applying, at Adform's discretion, one or more of the enforcement measures as set out by the Policies.

Adform reserves the right to update these Policies at any time. By continuing to use any of Adform Services and/or Adform's platform subsequent to such notice Buyer agrees to abide by the updated version of the Policies.

For purpose of clarification, your obligations under these Policies are in addition to your obligations set forth in the agreements you have entered into with Adform for the provision of Adform Services.

Prohibited Content and Practices

2.1. Buyer is prohibited from advertising and placing ads via Adform's Services that contain, display, promote, include, link to, or are directly or indirectly associated with any of the following:

A. Illegal content and unlawful activity

- Illegal content, products, or services, or content promoting illegal activity.
- Content facilitating wrongdoing, including instructions on committing crimes or evading law enforcement (e.g., bomb-making, lock-picking or similar "how-to" content).

B. Harmful, hateful, or exploitative content

- Profane, discriminatory, or offensive content, including content that promotes hatred, harassment, or discrimination.
- Content involving harassment, bullying, or threats.
- Graphic or explicit violence, shocking or provocative imagery.
- Sexual content, nudity, pornography, or other adult content.

C. Weapons, drugs, and tobacco

- Weapons, weapon accessories, firearms, and ammunition.
- Tobacco and tobacco-free nicotine products or accessories (including electronic smoking devices).
- Illegal drugs or drug paraphernalia.

D. Intellectual property abuse and counterfeit goods

- Copyright-infringing content, illegal file sharing/torrent destinations, or other content that violates third-party intellectual property rights.
- Counterfeit goods or content promoting counterfeit goods.

E. Malicious content, scams, and deceptive practices

- Spyware, malware, adware, or other content intended to damage or interfere with software/hardware, compromise users, or interfere with ads or inventory.

- Content intended to deceive users, including misleading or unrealistic claims, impersonation, or misrepresentation of identity, product, pricing, availability, or advertiser affiliation.
- Practices intended to circumvent review or enforcement mechanisms (including cloaking or serving materially different content to users than was reviewed).

F. Ad integrity and traffic manipulation

- Content that promotes compensation to users for clicking, searching, or engaging with ads; services designed to artificially inflate traffic; or other incentivized or manipulative engagement schemes.
- Any attempt to generate or benefit from invalid, automated, or manipulated traffic, including unusual CTR patterns or auto-generated clicks.

G. Low-quality or non-functional destinations

- Blank pages, non-functional destinations, or pages primarily designed to display ads with little or no substantive content.

H. Illegal content

- Any other content that is illegal, infringes the rights of others, or poses an unreasonable risk of user harm or platform abuse.

2.2. Political Advertising

As of **10 October 2025**, political advertising is prohibited in all countries within the European Union (EU) and, where incorporated into the EEA Agreement, the European Economic Area (EEA), in accordance with the EU Regulation on the Transparency and Targeting of Political Advertising (TTPA). For the purposes of these Policies, [“political advertising”](#) has the meaning set out in the TTPA.

Political advertising targeted exclusively outside the EU and, where applicable, the EEA may be permitted only with Adform’s prior written consent and subject to enhanced controls, including advertiser verification and compliance with all applicable local laws, including legally mandated election silence or blackout periods. Political advertising does not include the categories listed below only where such content is strictly informational or non-partisan in nature and is not intended, directly or indirectly, to influence electoral outcomes, voting behaviour, public policy, or legislative or regulatory processes, nor used as a substitute or proxy for political messaging.

Political advertising does not include:

1. **Election information notices** — messages from EU or Member State authorities that only provide practical details about elections or referendums (for example, when and where to vote, how to register, announcing candidacies, or stating the referendum question), or communications that encourage voter participation, provided that such messages are not disseminated as paid advertising by or on behalf of third parties and are not framed, promoted, or contextualised in a manner intended to influence voting behaviour or electoral outcomes.
2. **Official public information** — communications from (a) any public authority of a Member State, including members of government, or (b) the EU, provided the communication is strictly informational and not intended, directly or indirectly, to influence voting, election outcomes, or legislative or regulatory processes, and is not selectively amplified, framed, or contextualized in a manner that functions as political advocacy.
3. **Civic service campaigns** — organized public initiatives aimed at promoting public interest and community well-being through awareness and behavioral change. Examples include public safety announcements, traffic safety initiatives, and public health

campaigns, provided that such campaigns are non-partisan, are not sponsored by or conducted on behalf of political actors, and are not intended, directly or indirectly, to influence electoral outcomes, public policy, or legislative or regulatory processes.

Content that otherwise meets the definition of political advertising under the TTPA is not excluded solely because it is presented as informational, civic, or public-interest content.

Restricted Content and Practices

Buyers may be allowed to advertise and place ads via Adform's Services that display, promote, or include certain restricted content categories of content or business practices, provided that Adform's prior written consent has been obtained and that the Buyer implements appropriate safeguards to ensure compliance with applicable laws, regulations, and these Policies

For all restricted content categories listed below, the following requirements apply:

- (i) **Eligibility and approval** – the Buyer must obtain Adform's prior written approval and, where applicable, successfully complete any required advertiser verification, certification, or approval process applicable to the relevant restricted category.
- (ii) **Targeting and delivery controls** – the Buyer must implement appropriate targeting restrictions, including age-gating, geographic limitations, and audience exclusions, to ensure that restricted content is delivered only to eligible audiences and in permitted jurisdictions.
- (iii) **Creative and landing page standards** – all ad creatives, formats, and landing pages must:
 - include all legally required disclosures and notices;
 - not contain misleading, deceptive, or unsubstantiated claims;
 - not be designed to appeal to minors where such appeal is prohibited; and
 - otherwise comply with these Policies, including Adform's prohibitions on misleading, deceptive, unlawful, or harmful content.
- (iv) **Operational and evidentiary requirements** – the Buyer must maintain effective internal controls to ensure ongoing compliance and must be able to demonstrate such compliance to Adform upon request, including by providing supporting documentation, licenses, certifications, or other relevant information.

Subject to the requirements above, the following content categories are considered **restricted** and may be permitted only on a case-by-case basis:

- **Alcohol related content**, including the promotion of alcoholic beverages and alcohol-related services;
- **Gambling and games of chance**, including online gambling, betting, and casino-related content where real-money (or valuable assets, including digital assets) participation or cash-out functionality is available;
- **Lotteries**, including commercial, state-licensed, or promotional lotteries, where permitted by applicable law;
- **Pharmaceutical and health-related products and services**, including prescription medications, over-the-counter medicines, medical treatments, and health services;
- **Financial products and services**, including services relating to the management, lending, investment, or transfer of money, digital assets or cryptocurrencies, and the provision of personalized financial or investment advice;
- **Political campaigning content**, solely where such content is targeted exclusively outside the European Union and, where applicable, the European Economic Area, and in accordance with Section 2.2 of these Policies;



- **Lawful regulated business activities**, including advertising for products, services, or activities that are subject to licensing, authorization, registration, or approval by any governmental, regulatory, or supervisory authority.
- **Other restricted businesses or practices**, meaning businesses or activities that, based on Adform's ongoing assessments, user feedback, or guidance from consumer protection authorities, present an elevated risk of consumer harm, abuse, or negative user experience, even where such businesses may otherwise appear to comply with applicable law.
- Adform reserves the right, at its discretion, to impose additional category-specific restrictions, require enhanced due diligence, or refuse, suspend, or remove advertising for restricted content where it determines that such content poses an unreasonable risk to users, advertisers, or the integrity of Adform's Services.

Buyers always remain solely responsible for ensuring that their advertisements, advertisers, targeting practices, and related activities comply with all applicable laws, regulations, and industry requirements, as well as these Policies. Any prior approval, review, or acceptance of advertising by Adform, including based on the eligibility criteria set out in items (i)–(iv) of this section, is not a representation, warranty, or confirmation by Adform that the Buyer's advertising activities are compliant, nor does it relieve the Buyer of its compliance obligations.

Content aimed at Children

Adform does not knowingly or intentionally collect any personal information about children under the age of 16, in accordance with applicable data protection laws. If Adform becomes aware that personal information relating to a child under the age of 16 has been collected, such information will be deleted without undue delay.

For advertising and ad-delivery purposes, additional restrictions apply to content that is directed at, or primarily intended for, minors under the age of 18. In particular, Buyers must not use interest-based, behavioral, or personalized targeting in connection with content aimed at minors, and must ensure that such content does not promote or include advertising for products or services that are restricted or inappropriate for individuals under 18, including but not limited to alcohol, gambling, financial products, or other restricted categories.

Buyers are responsible for identifying and appropriately classifying child-directed or minor-directed content and for complying with all applicable child-protection and advertising laws and regulations.

Advertisements aimed at a UK Audience

All advertisements aimed at a UK audience must comply with the CAP Code available online at <https://www.asa.org.uk/codes-and-rulings/advertising-codes/non-broadcast-code.html>

For further guidance on how to target legitimate audiences responsibly and exclude, to the best of the Buyer's ability, the protected audience please refer to ASA's advertising guidance available online at: [Age-restricted-ads-online-targeting-guidance.pdf \(asa.org.uk\)](https://www.asa.org.uk/advertising-guidance/age-restricted-ads-online-targeting-guidance.pdf)

Digital Out-of-Home (DOOH) Advertising

Digital Out-of-Home (DOOH) advertising is displayed in public spaces and may be visible to an unrestricted and indeterminate audience, including minors and other protected groups.

Adform does not control, operate, or guarantee the physical placement, location, orientation, or surrounding environment of DOOH screens, nor the composition of the audience exposed to such advertising. The Buyer acknowledges that Adform does not provide assurances regarding compliance of screen placement with local regulations, zoning rules, or venue-specific requirements.



Accordingly, the Buyer remains solely responsible for ensuring that all DOOH advertising complies with applicable laws, regulations, and industry standards, including any requirements relating to audience suitability, public visibility, and location-based restrictions.

Restricted content prohibition for DOOH. Notwithstanding any approval, eligibility, or safeguards applicable to other inventory types, the Buyer must not serve advertising belonging to any restricted content category via DOOH inventory. Any attempt to serve restricted content through DOOH placement is a breach of these Policies. Adform reserves the right to reject, suspend, or remove DOOH advertising at any time where such advertising poses a risk of regulatory non-compliance, user harm, or platform integrity concerns.

Ad Quality Testing

Adform, in partnership with third party malware scanning vendors, continuously scan all advertising materials for malware or other malicious content. Adform reserves the right to scan all your creative assets prior to programmatic delivery and re-scan in-flight, to protect its clients and partners.

Adform relies on the conclusions, flags, classifications, and recommendations of its third-party malware scanning and ad quality partners as part of its ongoing risk assessment and enforcement processes. Any determination, alert, or finding issued by such third-party partners is final and evidential for the purposes of these Policies.

Where third-party partners identify, flag, or reasonably suspect violation of these Policies or law, or other ad quality risks, Adform may take immediate enforcement action based on such findings, including suspension or termination, and removal or rejection of advertising, without any obligation to conduct further investigation or verification.

The Buyer acknowledges that such third-party assessments form an integral part of Adform's ad quality safeguards and agrees that compliance with the conclusions and recommendations of such partners is mandatory. The Buyer remains responsible for addressing and remediating any issues identified and for demonstrating compliance upon request.

Categorization of Advertisers

Buyers are responsible for accurately selecting, maintaining, and updating the correct advertiser category within the Platform at all times. Any miscategorization, circumvention, or failure to properly classify an advertiser or advertising activity will constitute a breach of these Ad Quality Policies.

Creative Guidelines

Buyer must make sure that the creative content it is making available or offering meets the requirements laid out in the creative guidelines available here: <https://support.adform.com/documentation/creative-guidelines/>

Third-Party Seller Policies

In addition to Adform's Policies, certain publishers and exchanges may have additional policies that apply to buyers of their inventory and certain data providers have additional policies that apply to buyers of their data. Adform Buyers wishing to purchase such inventory or data are responsible for understanding and adhering to any such additional policies.



Enforcement

In addition to Adform's rights and remedies under any applicable agreements that Buyer has entered into with Adform, any violation of these Policies may result in the suspension, termination of Buyer's account and agreement, including rejection of Buyer's future digital ads from the Adform Services, in Adform's sole discretion with or without notice.

Compliance with these Ad Quality Policies constitutes a material and fundamental obligation of the Buyer and is essential to the commercial basis of the relationship between Buyer and Adform. Any breach of these Policies is a material breach of the service agreement between Buyer and Adform.

The Buyer acknowledges and agrees that Adform provides a advertising platform only (software, online application) and does not act as the advertiser, publisher, legal advisor, or compliance authority. The Buyer remains solely responsible for ensuring that all advertising content, advertisers, landing pages, targeting practices, and related activities comply with these Policies and all applicable laws and regulations.

Without limiting any other rights or remedies available to Adform under applicable agreements or law, Adform may, at its sole discretion and with or without prior notice, take one or more of the following enforcement measures in response to any actual or suspected violation of these Policies:

- Reject, remove, or disable individual advertisements or creatives
- Suspend campaigns and accounts, or otherwise limit access to Adform Services
- Terminate the Buyer's account and/or service agreement
- Refuse acceptance or delivery of future advertising via Adform Services
- Exercise any other rights or remedies available to Adform under service agreement or law

Any prior approval, review, or acceptance of advertising by Adform is not a waiver of the Buyer's obligations, nor does it relieve the Buyer of responsibility for compliance with these Policies or applicable law.

The Policies' purpose is to protect users, publishers, and Buyers, and the integrity and lawful operation of Adform Services. Adform may take enforcement action where advertising poses a risk of regulatory exposure, user harm, platform abuse, or reputational damage, even where such advertising may otherwise appear to comply with applicable law or these Policies.

For the avoidance of doubt, enforcement of these Policies does not limit or prejudice any rights or remedies available to Adform under the service agreement or at law, all of which are cumulative.

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