

The Adform logo is centered at the top of the page. It features the word "adform" in a white, lowercase, sans-serif font. The background of the entire page is a dark blue with several thin, light blue diagonal lines running from the top-left to the bottom-right.

Change the game

Adform Publisher Policies

October 10, 2025

1. Content policies

Any owner or seller of ad inventory using Adform seller platform is required to meet and follow the below Adform Publisher Policies (hereafter “Policies”). These Policies apply to all types of advertising inventory and digital properties, including but not limited to display, mobile, native, and video. Failure to comply with the Policies may result into disabling of ad serving, bidding, suspension or even closure/termination of any Adform accounts operated by the publisher/seller at any time and without prior notice.

Adform reserves the right to update these Policies at any time. If an update includes material changes, Adform shall provide prior written notice of such update and then such update will come into effect. By continuing to use any of Adform’s advertising services and/or Adform’s platform (hereafter “Adform Services”) subsequent to such notice Publisher agrees to abide by the updated version of the Policies.

2. Prohibited Content and Practices

- 2.1. Publisher is prohibited from making available of advertising inventory via Adform’s Services that contains, displays, promotes, includes or is directly or indirectly associated with any of the following prohibited content:
- Profane, discriminatory or offensive content, content that promotes hatred or discrimination of any kind;
 - Content or material pertaining to particular religions or spirituality, or advocating the superiority of a specific race/ethnic group, national origin, colour, religion, sex, sexual orientation, language, status as a veteran, or any other legally protected status;
 - Sexual content, nudity, pornography or other types of adult content;
 - Tobacco or depictions of tobacco and tobacco accessories including, but not limited to electronic smoking devices, illegal drug use or drug paraphernalia;
 - Weapons, weapon accessories, firearms and ammunition;
 - Provocative images, shocking content; graphic or explicit violence;
 - Illegal content, including, but not limited to, “how-to” information on bomb-making, lock-picking, and similar topics;
 - Copyrighted content, illegal file-sharing or torrent sites, or other content violating or infringing upon any third-party intellectual property rights;
 - Counterfeit goods;
 - Spyware, malware, adware content, illegal hacking, or other materials that are intended to damage or render inoperable software or hardware;
 - Content of any harassment, bullying or threats;
 - Content that promotes compensation to users for clicking or searching websites (i.e. “pay-to-surf” programs);
 - Content or material making libellous, misleading, deceptive, or unrealistic claims;
 - Promote activities generally understood as Internet abuse, including but not limited to, the sending of unsolicited bulk e-mail;
 - Content or material promoting or containing links that are disparaging to Adform or Adform’s partners;
 - Personal web pages, FREE hosted pages (Geocities, Xoom, Tripod, Talk City, etc.), blank pages with no content, or pages that only contain advertisements;
 - Content or materials directed at children under 18 years of age or users who are known to be under 18 years of age;
 - Any other content that is illegal, promotes illegal activity or infringes on the legal rights of others.

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”](#) shall have the meaning set out in the TTPA.

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.
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 to influence voting, election outcomes, or legislative/regulatory processes.

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.

3. Restricted Content

Publisher may be allowed to make available advertising inventory via Adform’s Services that displays, promotes, or includes the following restricted content categories, provided that (i) Adform’s prior written consent was obtained, and (ii) Publisher has appropriate controls to ensure that such content complies with all applicable laws, rules, and regulations of the country and jurisdiction in which the publisher operates and audience it targets:

- Alcohol related content;
- Gambling or online casinos (if real currency is involved or if there is the ability to cash out);
- Lotteries;
- Pharmaceutical or health products and services, including prescription medications;
- Financial services;
- Political campaigning content, when disseminated, brought into the public domain, or targeted outside the EU and, where applicable, the EEA.

4. Inventory Quality. Invalid clicks and impressions

Publisher is prohibited from generating, assisting or allowing others to generate impressions and/or clicks which do not result from human interaction. In particular, Publisher is prohibited from:

- Using any means or methods including but not limited to scripts, bots or other non-human technologies, automated refreshes (unless such are generated by a human end user) or hijacking an end user’s device or browser which may result in generating improper impressions or clicks;
- Using any method designed to fraudulently, deceptively, or artificially inflate the number of impressions, clicks, or other payable actions;
- Offering any incentives to interact with an advertisement, clicking their own ads or using any method that artificially generates impressions or clicks;

- Allowing its employees, contractors or agents to click on content and inventory solely to increase impression count, except in the course of normal individual use;
- Generating blind links (where users do not know that they will be clicking on content or will be redirected to sites);
- Enquiring users to click in order to receive some benefit, inducement, obtain some result or perform another function (such as leaving site or closing a window);
- Displaying content and inventory anywhere other than on sites or display anything (such as pop-up windows or expanding banners) that may obscure any portion of content and inventory or strip, block, or filter content and inventory by any means or in any way preventing or inhibiting the display of content and inventory in whole or in part; and
- Using any other techniques or means to artificially increase traffic to sites or impression count of content and inventory;
- Content or material offering traffic generation or promoting fraudulent traffic.

5. Inventory Ownership or Authorization

- A Publisher serving ads on Adform's Platform must either (i) own the digital property; or (ii) have the authorization, which may include a contractual relationship with the owner of the digital properties on which such ads will be served;
- If a Publisher's inventory supports the ads.txt file, such Publisher may send requests to Adform only if the Publisher's Adform account ID or a similar identification means is listed in the respective file; and
- If a Publisher's inventory does not support the ads.txt functionality such Publisher must provide a relevant proof of authorization to sell any amount of inventory using Adform selling platform.

6. Technical requirements

Publisher is prohibited from making available or offering inventory which is not in accordance with the technical requirements and instructions provided by Adform or made otherwise available within relevant product/solution documentation or specification.

- Publishers are prohibited from:
 - Integrating ads inside another ad;
 - Integrating ads into a software application of any kind;
 - Integrating ads into pop-ups or popunders;
 - Placing ads inside emails;
 - Placing ads on any page without a content;
 - Placing ads on any page for the purpose of showing ads;
 - Placing ads inside iframes or pages providing content inside iframes;
 - Using a software application that is downloaded to users' computers to drive traffic to any site on which content and inventory appears, including, without limitation, replacing users' home page.

Sellers of ad inventory are not allowed to misrepresent information relating to the content with means to artificially increase targeting or mistargeting of ads towards such content. This includes, but is not limited to, categorization of publishers' websites, apps and/or specific pages, provision of actual page domain, app bundle information and similar.

If you believe or have knowledge that a user viewing your website is under 16 years of age, you must mark the respective request(s) sent to Adform or via Adform's platform as `coppa=1`. If you deem your property or content on such property to be oriented towards children under 16 years, you must declare all requests sent to Adform or via Adform's platform as `coppa=1`.

7. Privacy

Publishers must comply with the applicable laws and regulations with regards to data privacy (“Applicable Laws”) when using Adform to sell their inventory. In particular, a Publisher is responsible to maintain a privacy policy on its digital properties that clearly, conspicuously and accurately discloses to the users any data collection, disclosure or usage practices that takes place on any digital properties as a consequence of Publisher’s use of any Adform advertising service. This includes obtaining user consent for the use of cookies or similar technologies for the purpose of serving targeted ads where such activity occurs as a result of Publisher’s use of Adform Service and which is in compliance with the Applicable Laws. To comply with this disclosure obligation with respect to Adform’s use of data, Publisher has the option to display a prominent link to Adform’s Privacy Policy: <https://site.adform.com/privacy-center/platform-privacy/product-and-services-privacy-policy/>.

Adform does not knowingly and/or intentionally collect any personal information about children under the age of 16 and if we become aware that we have collected personal information about a child under the age of 16, that information will be immediately deleted from our platform.

8. Third-Party Buyer Policies

In addition to Adform’s Policies, certain advertisers and exchanges may impose additional policies on sellers offering their inventory for sale. Similarly, certain data providers may have additional policies governing the use of their data. Where applicable, Adform Sellers who wish to supply their inventory or use data are responsible for understanding and adhering to any such additional third-party policies.

9. Enforcement

In addition to Adform’s rights and remedies under any applicable agreements that Publisher has entered into with Adform, any violation of these Policies may result in the suspension, termination of Publisher’s account, including rejection of Publisher’s future digital properties from the Adform Services, in Adform’s sole discretion. Furthermore, Adform reserves the right to suspend, block or remove from its Adform Services any advertising inventory regardless of whether the ground for such action or measure is listed here.

Last updated: October 10, 2025