



Advertising Assurance

Brand Safety Floor
Framework

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Category [Video/Audio/Text]	Brand Safety "Floor"
Adult & Explicit Sexual Content	Illegal sale, distribution, and consumption of child pornography Explicit or gratuitous depiction of sexual acts, and/or display of genitals, real or animated
Arms & Ammunition	Promotion and advocacy of Sales of illegal arms, rifles, and handguns Instructive content on how to obtain, make, distribute, or use illegal arms Glamorization of illegal arms for the purpose of harm to others Use of illegal arms in unregulated environments
Crime & Harmful acts to individuals and Society and Human Right Violations	Graphic promotion, advocacy, and depiction of willful harm and actual unlawful criminal activity – murder, manslaughter & harm to others. Explicit violations/demeaning offenses of Human Rights (eg, trafficking, slavery, etc.)
Death or Injury	Promotion or advocacy of Death or Injury Murder or Willful bodily harm to others Graphic depictions of willful harm to others
Online piracy	Pirating, Copyright infringement, & Counterfeiting
Hate speech & acts of aggression	Unlawful acts of aggression based on race, nationality, ethnicity, religious affiliation, gender, or sexual image or preference Behavior or commentary that incites such hateful acts, including bullying
Military conflict	Incendiary content provoking, enticing, or evoking military aggression Live action footage/photos of military actions & genocide or other war crimes



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Obscenity and Profanity	Excessive use of profane language or gestures and other repulsive actions with the intent to shock, offend, or insult.
Illegal Drugs	Promotion or sale of illegal drug use – including abuse of prescription drugs. Federal jurisdiction applies, but allowable where legal local jurisdiction can be effectively managed
Spam or Harmful Content	Malware/Phishing
Terrorism	Promotion and advocacy of graphic terrorist activity involving defamation, physical and/or emotional harm of individuals, communities, and society
Tobacco/eCigarettes/Vaping	Promotion and advocacy of Tobacco and eCigarette (Vaping) & Alcohol use to minors
Sensitive Social Issue/Violations of Human Rights	<p>Disrespectful and harmful treatment of sensitive social topics (eg, abortion, extreme political positions, etc)</p> <p>Acts, language, and gestures deemed illegal, not otherwise outlined in this framework (eg, harm to self or other and animal cruelty)</p> <p>Targeted harassment of individuals and groups</p>

