

## ADVERTISING AND SALES POLICY

DISNEY sells Advertising according to the following guidelines:

1. Advertiser's advertising environment must be appropriate in the context of the Disney Interactive Media Group ("DISNEY") sites on which Advertiser's advertising content shall appear. The advertising environment includes the advertising content itself, the specific destination URL and interstitial and buffer or landing pages reached from such content. In addition to the content guidelines listed below, Advertisers must have a privacy policy that is clearly posted either on the landing page from the advertisement or on the Advertiser's home page. If the privacy policy is found only on the home page, there must be a link to the home page from the landing page. Advertisers must take appropriate measures to ensure that they are compliant with applicable data protection laws and regulations.

2. Once advertising content has been posted on the DISNEY Sites, DISNEY shall have the right to remove previously approved advertising content from the DISNEY Sites if DISNEY later determines that Advertiser's advertising does not meet DISNEY's standards or comply with DISNEY policies.

3. Below are the DISNEY content guidelines regarding advertising materials.

**A.** Advertising content that is inappropriate for all DISNEY Sites:

- Tobacco (cigarettes, cigars, pipes, chewing tobacco, etc. and except for anti-smoking campaigns approved by DISNEY)
- Guns (firearms, bullets, etc.)
- Illicit drugs (marijuana, etc. and except for anti-drug campaigns approved by DISNEY)
- Pornography (sex sites)
- Gambling (excluding legal state lotteries, sweepstakes and fantasy leagues)
- Potentially slanderous or libellous content
- Bad language, body parts, proxies for bad language (X@#% !)
- Misleading language (e.g. using the word "free" in the advertisement to describe a contest or sweepstakes prize)
- Unsubstantiated, false, or misleading claims
- Any advertising content that violates applicable laws, rules or regulations

**B.** In addition to the advertising content listed in 3A, the following are also inappropriate for Disney.xx:

- Liquor of any kind (hard, beer, wine) (except on Family.com where only hard Liquor is inappropriate)
- Adult-oriented prescription drugs (e.g. Viagra, etc.)
- Any prescription drugs, vitamins or dietary supplements
- Contraceptives
- Graphic violence
- Death (funeral homes, mortuaries)
- Politics (lobbyists, PAC sites, political campaigns, alternative lifestyles advocacies)
- Ads for "18" rated movies
- Ads for "18+" rated video games
- Sensationalism (killer bees, gossip, aliens, scandal, etc.)
- Creative that could frighten or upset young children or the parents of young children
- Content that is otherwise inappropriate for children

**C.** Advertising content that may be considered inappropriate by DISNEY and will be reviewed on a case-by-case basis:

- Involves a direct business competitor of a DISNEY site
- Unauthorized or unapproved use of DISNEY or a DISNEY affiliate's creative assets (For example: talent, logos, characters, movie logos, theme park imagery, colour schemes, font(s), etc.)
- Involves an advertiser in a category where DISNEY has previously granted exclusive rights to another party
- Unreasonable or highly unlikely product or service claims
- Double entendres
- A copy or parody of current or past DISNEY advertising content
- Controversial topics (social issues, etc.)
- An implied affiliation or favoured status with DISNEY or a DISNEY affiliate
- Cartoons or other characters (applies to Disney.xx)
- Disney Characters cannot be seen to be integrating with non-disney content(sponsorship only)

**D.**

- Advertisers must fulfill the advertised offer as stated in the advertisement, including without limitation, not altering any offer periods, product offers or prices that are stated in the advertisement; unless Advertiser has obtained DISNEY's prior approval.

**E.** Where personal information is solicited on the Advertiser's landing page:

- Any collection of personal information must be in full compliance with all privacy laws, including data protection laws and regulations
- Advertiser must clearly explain to the guest how Advertiser will use the personal information collected
- Advertiser must provide all guests with an alternate user experience that doesn't require submitting personal information

**F.** Where personal information is solicited from a Disney.xx Advertiser on Advertiser's landing page:

- The Advertiser will be required to include an interstitial which remains on guest's screen for a minimum of 8 seconds while Advertiser's landing page is loading in the background. The interstitial must inform the guests that they are being sent to a site outside of DISNEY. DISNEY shall provide the interstitial unless Advertiser prefers to provide its own interstitial which has been approved by DISNEY

**G.** Use of Disney-branded assets: The use of Disney-branded assets must be **PRE-APPROVED** by DISNEY Head of Sales. When the use of Disney-branded assets or characters is approved, the following requirements must be adhered to:

- The advertiser must be **CLEARLY AND PROMINENTLY** identified on **EVERY** frame of the advertising content
- The Disney assets or characters cannot be portrayed as aware of the sell message around them. To that extent, the following are not acceptable:
- Characters/assets holding merchandise
- Characters/assets presenting merchandise, offers, or services

- Characters/assets appearing to “think” about merchandise, offers, or services (e.g. the use of “think bubbles”)
  - Characters/assets looking at merchandise
  - Characters/assets using merchandise and/or services of the Advertiser
- H.** Use of DISNEY assets that are not Disney-branded (e.g., ESPN related assets) requires the pre-approval of the applicable DISNEY sites
- I.** Use of animated assets (other than Disney assets): If the Advertiser uses non-Disney assets that are readily recognizable to children and parents (e.g. a Sainsburys Advert utilizing cartoon characters), the Advertiser must be **CLEARLY AND PROMINENTLY** identified on **EVERY** frame of the advertising content
- K.** All Banner and Video Advertising **MUST** adhere to the ‘IAB’ Guidelines
- L.** DISNEY will only accept one (1) expandable banner per page