

# Samsung Advertising Guidelines & Acceptance Policies

**Effective Date:** November 1, 2024

## 1. Overview

Samsung believes in being sincere and honest with our customers. We respect the dignity and diversity of individuals and aim to foster a healthy and neutral advertising ecosystem that reaches people positively, safely, and playfully at every connected moment of discovery with Samsung Ads.

The purpose of these Advertising Guidelines and Acceptance Policies is to help you create advertisement campaigns compatible with Samsung's brand [values](#) and business [principles](#) and, most importantly, are law abiding and safe for our users.

For these reasons, Samsung reserves the right to restrict ad placement on its platforms, and reject, remove, or request modifications to an ad for any reason, in its sole discretion. We periodically update our policies in response to evolving best practices, laws, technologies, and threats to our users, and encourage you stay up to date on them. Nothing written here is meant to be construed as legal advice.

These Advertising Guidelines and Acceptance Policies apply specifically to any ads served on Samsung platforms in the United States of America.

## 2. Your General Obligations

- 2.1. As the advertiser, you are fully and completely responsible for ensuring that when you submit your advertisements and any related materials to us, they:
  - 2.1.1. comply with these Advertising Guidelines and Acceptance Policies and all applicable laws and regulations, including, without limitation, the rules of the Federal Communications Commission (FCC), Federal Trade Commission (FTC), Food and Drug Administration (FDA), and Federal Election Commission (FEC), Federal and state laws such as the Children's Online Privacy Protection Act (COPPA), Lanham Act, and California Consumer Privacy Act (CCPA) as well as other state and federal laws that regulate the protection of consumer personal information, and, all applicable self-regulatory codes and industry standards for advertising and marketing such as the Self-Regulatory Principles of the Digital Advertising Alliance, the Code of Conduct of the Network Advertising Initiative, and the Interactive Advertising Bureau.
  - 2.1.2. are claim substantiated, truthful, and not deceptive or misleading.
  - 2.1.3. do not infringe any third-party trademarks, copyrights, rights of publicity, patents, trade secrets, or other intellectual property rights.

- 2.1.4. are free from computer viruses, ransomware, worms, trojan horses, spyware, rogue security software, and other malicious programs or apps.
- 2.2. You are responsible for obtaining any licenses and permits required in connection with your advertisements.
- 2.3. At the time you submit an advertisement to us, you have reviewed and understand the terms of the Samsung [privacy policy](#) applicable to the users of Samsung platforms.

### 3. Targeting

You may use our technology to leverage certain demographic information in a probabilistic manner to target a desired audience. However, Samsung expressly *prohibits*:

- 3.1. The exclusive and direct targeting of advertisements to minors.
- 3.2. Targeting based on the following categories of “*Sensitive Personal Information*”:
  1. Religious belief
  2. Political affiliation or philosophical belief
  3. Racial or ethnic origin
  4. Gender identity (except cisgender)
  5. Health condition / diagnosis
  6. Alleged or actual commission of a crime
  7. Genetic and / or biometric data
  8. Negative financial status
  9. Union membership
  10. Precise location

### 4. Generative Artificial Intelligence (AI)

Any use of AI in the creation of advertisements distributed on our platform must be clearly and conspicuously disclosed. The use of deepfakes and any technology that generates or manipulates content in a way or misrepresents the identity of individuals, creates deceptive or misleading narratives, or violates user privacy is *expressly prohibited*.

### 5. Prohibited Content, Messages, Products, and Services

Promotion of the following on Samsung platforms is *not permitted*:

- 5.1. **Adult Content.** Ads containing sexually suggestive or provocative messages including nudity, obscured or implied sexual acts, explicit sexual language, explicit sexual acts, or visible sexual touching.
- 5.2. **Derogatory Messages and Hate Speech.** Ads containing direct or indirect derogatory statements against any race, gender, ethnicity, nationality, religion, disability, or specific persons.

Any content promoting violence or advocating against a particular group, including groups identified by their (i) race or ethnic origin, (ii) religion, (iii) color, (iv) national origin, (v) disability, (vi) age, (vii) veteran status, or (viii) sexual orientation or gender identity.

- 5.3. **False or misleading information.** Ads with untruthful, deceptive, or unclear messaging.
- 5.4. **Firearms.** Ads for firearms products, including (i) guns, (ii) ammunition, and (iii) fireworks.
- 5.5. **Illegal objects and activities.** Ads promoting, containing, or pointing to illegal objects or activities (e.g., how to build a bomb, stealing, robbing, hacking, phreaking, software piracy, illegal substances, or links to any website containing illegal, false or deceptive investment advice, or money-making opportunity).
- 5.6. **Mimicry.** Ads mimicking the functionality or warnings of an operating system or other apps.
- 5.7. **Profane, obscene, or vulgar language** (including any related slang).
- 5.8. **Tobacco or tobacco-related products including vapes.**
- 5.9. **Use of drugs and drug paraphernalia**, including (i) illegal drugs, (ii) drug accessories, and (iii) herbal drugs (e.g., marijuana, salvia, and “magic mushrooms”).
- 5.10. **Violence**, including (i) obscene or vulgar language (e.g., excessive swearing), (ii) assault or rape, (iii) injury to human beings or animals, (iv) blood or dismemberment of human beings or animals, (v) torture or killing of human beings or animals, or (vi) bullying.

## 6. Editorial

Advertising containing the following is *unacceptable*:

- 6.1. indirect and unclear messages (e.g. ads or destinations that do not name the product, service, or entity they are promoting, or, that withhold the identity of the sponsor of the ad if it does not promote a commercial product or service, or, if the ad does promote a commercial product or service, if the sponsor or commercial nature of the ad is unclear from the ad context).
- 6.2. uncommon or unusual grammar, spelling, and punctuation.
- 6.3. images that are blurry, unclear, unrecognizable, or contain illegible text.
- 6.4. inconsistency between any ad copy and the landing page.

## 7. Alcohol

Promotion of alcohol is acceptable. *However*:

- 7.1 Ads must clearly disclose the nature of the promoted alcohol product, including brand, type, and alcoholic content.

- 7.2 Ads must not target individuals under the legal drinking age in their respective jurisdictions. Age verification mechanisms should be in place to prevent underage users from accessing alcohol-related content.
- 7.3 Ads must not promote excessive consumption of alcoholic beverages nor promote underage use of alcohol.
- 7.4 Ads should include responsible drinking messaging, such as promoting moderation, avoiding excessive consumption, and not drinking and driving.

Advertisers assume all liability for non-compliance with laws and regulations governing alcohol advertising, including data privacy laws and regulations covering the collection and handling of user data for the purpose of targeting alcohol advertisements.

## **8. Lottery, Sport Betting and Gambling**

Out of respect for users of Samsung technology, Advertisers are expected to advertise lottery, sports betting, and gambling products responsibly. While such advertisements are acceptable, they must adhere to the following guidelines:

- 8.1 Ads must NOT make misleading or false claims about the likelihood of winning, potential earnings, or the benefits of gambling.
- 8.2 Ads must clearly disclose the nature of the promoted gambling product, including any associated costs, terms, and conditions.
- 8.3 Advertisers must use geographical targeting to ensure that their ads are only shown in regions where online gambling and lottery advertising are legal.
- 8.4 Ads must comply with age restrictions for gambling and lottery participation where geographically distributed. Advertisers may not target individuals under the local legal age for gambling.
- 8.5 Ads must comply with applicable laws around gambling and lottery participation, which may include promoting responsible gambling practices, information about the risks associated with gambling, and resources for problem gambling assistance.

Advertisers assume all responsibility for (i) obtaining the necessary licenses and permissions necessary to run lottery, sports-betting, and gambling ads and (ii) non-compliance with all applicable laws and regulations regarding such ads in the targeted regions, including data privacy laws and regulations covering the collection and handling of user data for the purpose of targeting such ads.

## 9. Pharmaceutical

While pharmaceutical advertising is acceptable, Samsung requires such ads to be respectful, ethical, safe, and provide consumers with accurate information aimed at fostering informed decision-making. Pharmaceutical ads must adhere to the following guidelines:

- 9.1 **Certification.** All pharmaceutical products must be FDA-approved to be advertised on Samsung platforms. Online pharmacies and other services must be accredited and registered with relevant regulatory authorities.
- 9.2 **Reminder Ads Prohibited.** Reminder ads for pharmaceutical products are prohibited.
- 9.3 **Transparency.** Ads must provide accurate and balanced information, including the benefits, risks, potential side effects, and appropriate uses of any product or service. Claims must be supported by scientific evidence and not be misleading or exaggerated. Ads with unsubstantiated claims are prohibited. Ads should be presented in a clear and understandable manner, using language and visuals that are accessible to the target audience. Technical or medical jargon should be explained appropriately.
- 9.4 **Endorsements and Testimonials.** Any endorsements or testimonials featured in ads must be genuine and representative of typical consumer experiences. Any material connections between an endorser and the promoted product or service must be clearly and conspicuously disclosed to the consumer.
- 9.5 **Privacy.** Ads must respect consumer privacy and confidentiality. Personal health information or other Sensitive Personal Information (as defined above) cannot be used in advertisements without explicit consent from the individual.
- 9.6 **Targeting:** Targeting users with pharmaceutical ads is not allowed in the following States: Washington, Nevada. Additional States may be added as required by applicable laws and regulations.
- 9.7 **Prohibited Drugs and/or Prohibited Conditions:** Samsung may restrict or prohibit ads for certain sensitive pharmaceutical products and medical conditions.

Advertisers assume all liability for pharmaceutical ads non-compliance with all applicable laws, regulations, and guidelines set forth by local, regional, and national regulatory bodies, such as the Food and Drug Administration (FDA), as well as any data privacy laws and regulations covering the processing (which includes the collection and handling) of user data for the purpose of targeting such ads.

## 10. Political Ads

Samsung classifies any ad (i) promoting or opposing a political candidate or a political party, (ii) relating to a referendum or election, or (iii) addressing a political issue of public concern as a political ad. All such ads on our platforms must promote transparency, accountability, informed choice, and

ethical communication while upholding the principles of free speech and fair competition. While political ads are acceptable, they are subject to these additional guidelines.

**10.1 Prohibited Content and Practices.** The following is *not permitted* with respect to political ads:

- 10.1.1** Distribution in the following states: Virginia and Washington.
- 10.1.2** AI generated content.
- 10.1.3** Deceptive ad content such as misleading headlines, fake news sites, or manipulated imagery. This includes content that impersonates any person or entity, or otherwise misrepresents an affiliation with any person or entity.
- 10.1.4** Ad content harassing, intimidating, or threatening others, defaming persons, promoting violence or discrimination, or inciting hatred.
- 10.1.5** Targeting users with political ads based on Sensitive Personal Information (as defined above).

**10.2 Identity Verification.** Advertisers must undergo a verification process to confirm their identity, including providing accurate information about the sponsoring organization or individual, contact details, and any other relevant information as required by applicable laws and regulations. Political ads may not be directly or indirectly paid for by non-resident foreign nationals or entities.

**10.3 Disclosure Label.** Advertiser must include all disclosure required by municipal, state or federal law, including without limitation (i) the indication of the political party in the political ad and/or (ii) any financial contributions made to political candidates or parties as applicable.

**10.4 Disclaimers.** A verified "Paid for by" disclaimer must be clearly and conspicuously displayed on political ads showing the full legal name of the entity or person responsible for running the ad. Where legally required, electoral ads must also state whether or not the ad was authorized by a candidate or organization, and election ads not authorized by the candidate must include contact information for the sponsoring organization.

**10.5 Review Process.** Samsung reserves the right to review political ads for factual accuracy. We may require substantiation of an advertiser's factual claims. Samsung may reject any Political Ad that it concludes has false or misleading claims, or in Samsung's sole judgment, is not audience appropriate without liability to the Advertiser.

**10.6 Retention of Advertiser Records.** Advertisers and their agencies are required to maintain a record of political advertisers, actual advertisements, and related documentation, including without limitation ad content, targeting details, delivery, spend, and other campaign information for transparency audits, legal compliance, and public inquiries as required by applicable laws and regulations. You must make available this documentation to Samsung where required by state or federal law and, in all cases, upon request.

**10.7 Periodic Updates.** These political advertising guidelines will be periodically reviewed and updated to align with changing political landscapes, technological advancements, and emerging best practices. We recommend you stay informed about local laws and regulations related to political advertising to ensure ongoing compliance.

Advertisers assume all liability for political ads non-compliance with applicable laws and regulations including, without limitation, all national, state, and local election laws, copyright law, defamation law and Federal Election Commission regulations, as well as any data privacy laws and regulations covering the processing (which includes the collection and handling) of user data for the purpose of targeting such ads. Political Ads may not be allowed on certain Samsung Platforms.

## 11. Religious Ads

These Advertising Guidelines and Acceptance Policies are designed to ensure that ads do not promote intolerance or discrimination, while allowing for the expression of diverse religious views. Any religious ads on Samsung platforms are subject to the following requirements:

**Acceptable Religious Ads.** Religious ads are permissible on Samsung platforms if they meet the following criteria:

1. **Respectful Content:** Ads must respect all religions and be free from any content that disparages, mocks, or shows intolerance towards any religion or religious practices.
2. **Non-Discriminatory:** Ads must not promote discrimination, hate speech, or violence against any individual or group based on religion.
3. **Educational and Informative:** Ads that provide educational or informative content about religious beliefs, practices, events, or history are allowed, provided they adhere to Samsung standards of respect and inclusivity.
4. **Promotional Content:** Ads promoting religious events, services, products, or organizations are acceptable as long as they are presented in a manner that is respectful to all audiences.
5. **Solicitation of funds.** Any ads soliciting funds must comply with applicable laws and regulations and may be subject to additional restrictions.

**Prohibited Religious Ads.** The following types of religious ads are *not permitted* on Samsung platforms:

1. **Intolerance and Hate Speech:** Ads that incite hate, violence, or discrimination against any religion or religious group.
2. **Proselytizing Content:** Ads that aggressively seek to convert individuals from one religion to another, especially if they use manipulative or coercive tactics.
3. **Misleading Information:** Ads that contain false or misleading information about any religion, religious practices, or religious groups.
4. **Sensitive and Controversial Topics:** Ads that exploit sensitive religious topics or events in a way that could provoke outrage or disrespect.

**Targeting** users with religious ads based on Sensitive Personal Information (as defined above) *is not allowed.*

**Review and Approval Process.** All religious ads must be approved by Samsung.

1. **Submission:** Advertisers must submit their religious ads for review.
2. **Review:** Samsung will review the content to ensure compliance with these Advertising Guidelines and Acceptance Policies and our broader advertising standards.
3. **Approval:** Ads that do not comply will be rejected, and advertisers will be notified with the reasons for rejection.

If you have any question regarding these Advertising Guidelines and Acceptance Policies, you can contact:

**SAMSUNG Ads**

Email: [ads-policies@samsung.com](mailto:ads-policies@samsung.com)