

## POLICY OF SETUPAD'S SERVICES

### **Make sure your website(s) do not contain the following:**

- Content that threatens or advocates for harm on oneself or others.
- Content that harasses, intimidates or bullies an individual or group of individuals.
- Content that incites hatred against, promotes discrimination of or disparages an individual or group on the basis of their race or ethnic origin, religion, disability, age, nationality, veteran status, sexual orientation, gender, gender identity, or other characteristics that are associated with systemic discrimination or marginalization.
- Content that misrepresents, misstates or conceals information about the Seller, the Seller's inventory, or the Site's primary purpose. This includes directing content about politics, social issues, or matters of public concern to users in a country other than your own if you misrepresent or conceal your country of origin or other material details about yourself.
- Hacking/cracking content.
- Software or other content that violates the Unwanted Software Policy:
  - It is deceptive, promising a value proposition that it does not meet.
  - It tries to trick users into installing it or it piggybacks on the installation of another program.
  - It doesn't tell the user about all of its principal and significant functions.
  - It affects the user's system in unexpected ways.
  - It is difficult to remove.
  - It collects or transmits private information without the user's knowledge.
  - It is bundled with other software and its presence is not disclosed.
- Sale of products that are replicas or imitations of designer goods.
- Online gambling or online casino-related content, the sale of alcohol or sale of prescription drugs.
- Content made by or in support of terrorist groups or content that promotes terrorist acts, including recruitment, or that celebrates terrorist attacks.
- Content protected by copyright law unless they have legal rights to display it. This includes sites that display copyrighted material, sites hosting copyrighted files or sites that provide links driving traffic to sites that contain copyrighted material.
- Examples of copyrighted content which may require legal rights in order to be displayed include, but are not limited to:
  - Television shows, movies, and audio files

- Access to streaming cable or satellite television
- Books and/or e-books
- Video games
- Images
- The following invalid activities on site are prohibited:
  - change user preferences or initiate downloads without the user's express consent;
  - redirect users to unwanted websites;
  - contain pop-ups or any other elements that interfere with site navigation;
  - contain or trigger pop-unders.
- Traffic cannot be gained when sites:
  - are loaded with software that can trigger pop-ups,
  - redirect users to unwanted websites, or
  - modify browser settings, or otherwise, interfere with site navigation. For clarification, this prohibition precludes the use of any system that overlays or creates ad space on a given site without the express permission of the site's owner, including toolbars.

### **GDPR compliance**

In case any personal data is processed in your website, make sure your website is compliant with GDPR. To ensure that personalized targeting of ads is not limited on your website, update your Privacy Policy. Integration of a CMP is recommended.