



OGURY BRAND SAFETY POLICY

Ogury will make reasonable endeavours to minimise the risk of ad misplacement on its properties and platforms. The processes that form the basis of these endeavours are outlined below.

APPROPRIATE/ INAPPROPRIATE SCHEDULES

Ogury manually vets all publishers prior to joining our services in order to ensure that their advertising materials only contain appropriate content for Ogury's advertisers in relation to our managed service campaigns.

Our ad server and filtering technologies prevent ads from being served to publishers which are not on our approved list.

Ogury also adheres to specific whitelists and/or blacklists supplied by agencies or advertisers, and we use a combination of in-house and third-party tools to monitor where ads are delivered.

All Ogury clients are able to add apps to a campaign or advertiser blacklist by emailing their Ogury representative. Programmatic / self-service clients are also able to blacklist apps via their DSP.

PROHIBITED CONTENT

The below listed content categories are prohibited across third party applications where adverts are served. Any apps identified across these content categories are blocked and added to a blacklist.

- Adult Content
- Offensive Language
- Hate Speech
- Illegal Downloads/Streaming
- Drugs Rating
- Violence
- Adware/Malware

TAKE DOWN POLICY

In the event that an ad appears on an application which a client deems inappropriate, clients should contact their Account Manager. The campaign can be paused whilst the relevant people investigate, on request from the client. All take down requests will be actioned within one working day, or within the timescales specified in individual terms and conditions. The contractual consequences of not taking down an advertisement in accordance with Ogury's take down policy are agreed with the buyer on a case by case basis.

Programmatic / self-service clients using our deal console are able to pause their campaign in their DSP. Ogury may also investigate the application, and if found to contain inappropriate material, the application or advertiser will be added to the campaign blacklist.