



Publisher Content Guidelines and Best Practice Policy

The following guidelines and best practice policy (referred to as “Publisher Guidelines”) must be observed and followed at all times by Fyber’s Publishers, Associated Publishers and all supply side Customers (collectively referred to as “Publishers”) concerning the content of Target Sites while using the Fyber Services. All capitalized terms in these Publisher Guidelines have the same meaning as defined in the Supplier Agreement and T&Cs. Fyber may amend these Guidelines at any time by posting the updated version on its website and reasonably informing Publisher (email sufficient). By continuing to use the Fyber Services, Publisher agrees to the updated Publisher Guidelines.

1) Prohibited Content:

Publishers must not use the Fyber Services for Inventory that features or promotes any of the following IAB content categories:

- **IAB7-28** (Incest/Abuse Support)
- **IAB7-42** (Substance Abuse)
- **IAB17-18** (Hunting/Shooting)
- **IAB24** (Uncategorized)
- **IAB25-1** (Unmoderated User Generated Content)
- **IAB25-2** (Extreme Graphic/Explicit Violence)
- **IAB25-3** (Pornography, including: erotic and “soft” pornographic content)
- **IAB25-4** (Profane Content)
- **IAB25-5** (Hate Content)
- **IAB25-6** (Under Construction)
- **IAB26-1** (Illegal Content)
- **IAB26-2** (Warez)
- **IAB26-3** (Spyware/Malware)
- **IAB26-4** (Copyright Infringement)

Please refer to the [IAB OpenRTB API Specification 2.5](#) spec for additional category details.

Without limiting the foregoing, prohibited content also includes any content that is misleading, creating consumer/user confusion, or misappropriation, as well as content or material promoting or containing links that are disparaging to Fyber, its affiliates and/or its partners.

2) Restricted Content:

Publishers may be permitted to feature or promote in its Inventory the following restricted IAB content categories, provided that Publisher ensures that such content complies with all applicable laws, rules, and regulations of the country and jurisdiction in which the content is made available:

- **IAB3-7** (Government, Lotteries)
- **IAB7-5** (Alternative Medicine)
- **IAB8-5** (Cocktails/Beer including alcoholic beverages of any kind)
- **IAB8-18** (Wine)
- **IAB9-7** (Card Games)
- **IAB9-9** (Cigars, including: cigarettes and tobacco products, whether offered online or in physical sales points)
- **IAB13-1** (Beginning Investing)
- **IAB13-2** (Credit/Debt & Loans)
- **IAB13-4** (Financial Planning)
- **IAB13-5** (Hedge Fund)
- **IAB13-6** (Insurance)
- **IAB13-7** (Investing)
- **IAB13-8** (Mutual Funds)
- **IAB13-9** (Options)
- **IAB13-10** (Retirement Planning)
- **IAB13-11** (Stocks)
- **IAB23** (Religion & Spirituality)

3) Best Practice Rules

These Publisher Guidelines intend to ensure that users have a positive experience while being exposed to or engage with content. To this end, Publisher’s Inventory must contain accurate, clear and authentic content. Publisher’s Inventory should be presented in

high editorial quality under acceptable industry standards. Sites and applications the content of which is misleading, or of low editorial quality, are prohibited.

- *Ad Placement Setup*

Publisher's Ad Request should contain all the requisite information and characteristics of the Inventory as hard-coded or dynamic parameters. Passing dynamic values for the player dimensions and VPAID compliance are mandatory for video Inventory. Ad Requests must always contain, at the minimum, the following parameters:

- Display / Mobile Web inventory: Domain, Refer URL, Page URL
- Application Inventory: Application name, App Store / Google Play Store URL, Application's Bundle ID and the Advertiser Identifier (IDFA).

- *Traffic Transparency Guidelines*

Types and dimensions of Inventory should comply with the regulations included in [IAB Display and Mobile Creative Guidelines](#) and in the [IAB Digital Video In-Stream Ad Format Guidelines](#), in order to guarantee a standard market practice and provide high quality, compliant assets. Ad requests that do not contain all the requisite information or that contain an incorrect format of the parameters Ad traffic source will be disregarded.

4) Modifications

The lists of 'Prohibited Content', 'Restricted Content', and 'Best Practice Rules' are subject to changes at any time. Fyber reserves the right to suspend or terminate access to the account of a Publisher if Fyber reasonably determines that the Publisher is in breach of these Publisher Guidelines.