





**Effectv endeavors to present its viewers with advertisements that are both tasteful and truthful. Accordingly, the Effectv Advertising Content Guidelines ("Guidelines") were developed to help advertisers and their representatives, including advertising agencies and legal counsel, create such advertisements**

**These guidelines apply to (1) advertising being aired on Comcast/Xfinity cable systems and other**



## **ADULT PRODUCTS AND NUDITY**

Effectiv does not accept video, audio, graphic or text based advertising for adult products (films, magazines, websites, sex toys, etc) or advertising that promotes pornography. This includes but is not limited to

- **Sexually suggestive images, photographs or drawings (example: provocative posing and/or nudity).**
- **Sexually suggestive text (example: dick hole to take something off).**
- **Advertisements dealing with products relating to sexual perform**

## **ASTROLOGY, HOROSCOPES, PSYCHIC SERVICES**

All advertising for astrology, character reading, fortune telling, mind reading, numerology, occultism, palm reading, phrenology, psychic services, horoscopes, and other related services must clearly state and disclaim in the ad (or, in the case of ads on the Online Services, resulting jump page, if applicable) that the service is for entertainment purposes only. The advertising may not state or imply that there is any scientific ground or validity to such services. Advertising in this category should avoid exaggerated promises of wealth or good fortune.

## **CANNABIDIOL ("CBD")**

Effectv accepts advertisements promoting cosmetic products (eg, lotions, creams, skin masks) containing non-intoxicating hemp-derived cannabidiol ("Hemp-derived CBD," as defined below) in states that have not prohibited the sale, manufacture, or use of such products, so long as they meet the criteria below ("Hemp-Derived Cosmetic Products"). All advertisements for Hemp-Derived Cosmetic Products must be reviewed by Legal before they can be accepted and aired.

A cosmetic product is a product that is intended to be rubbed, poured, sprinkled or sprayed on, introduced into, or otherwise applied to the human body or any part of the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance.







not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease"

Dietary supplement advertisements may not include disease claims—explicit or implicit—unless the claims have been approved by the FDA.

**Homoeopathic Remedies**

Advertisements for homoeopathic remedies are acceptable for minor, self-limiting conditions, provided that the product is made from homoeopathic ingredients recognized by the Homoeopathic Pharmacopoeia of the United States

Treatment claims must be substantiated by competent and reliable scientific evidence, defined as tests, analyses, research, or studies. If such support is not



(i.e., the connection is not reasonably expected by the audience), such connection must be disclosed

**Consumer endorsements**

- An endorsement relating the experience of one or more consumers on a key attribute of the product or service will be interpreted as representing what consumers generally expect from the product or service and the advertiser must present support for this representation. If the advertiser does not have such support, then the ad must clearly and conspicuously disclose what the consumer can expect and the advertiser must have support for that claim.
- Advertisements presenting endorsements by "actual consumers" should utilize actual consumers or clearly and conspicuously disclose that the persons in such advertisements are not actual consumers of the advertised product.

**Expert endorsements**

- The advertiser must provide proof of an endorser's expertise.
- The endorsement must be supported by a valid exercise of the expert's expertise, such as a proper evaluation of the product and comparison of products where relevant.

**Endorsements by organizations**

- Endorsements by organizations are viewed as representing the judgment of a group whose collective experience exceeds that of any individual member. Therefore, an organization's endorsement must be reached by a process that fairly reflects the collective judgment of the organization.

**FALSE CLAIMS**

All advertising must be truthful and not mislead consumers. All false, unwarranted, or misleading claims, including false or deceptive content such as deep fakes, are prohibited.

**FINANCIAL & BANKING; LOAN PRODUCTS**

It is the advertiser's responsibility to ensure that all advertising for financial services, banking services, stocks, bonds, brokerages, or trading services complies with applicable laws, including federal and state securities laws.







- o governmental organization or
- o



## **GOVERNMENT AND PUBLIC SYMBOLS**

The American Flag may be depicted in advertising provided it is used





## **PIRACY AND INFRINGING ACTIVITY**

An advertisement may be deemed unacceptable if it is for a service, product or other mechanism that is used to infringe the intellectual property rights of others. Infringing activity includes, but is not limited to:

- The illegal dissemination of content, or the selling or offering of content on an unauthorized platform or by an unauthorized user in a way that infringes the intellectual property rights of the owner of such content;
- The circumvention of restrictions imposed by an owner of content with regard to the geographic reach of its content or other viewing options deemed permissible by such owner;
- The circumvention of copyright, trademark, or other proprietary notices.











