



## Overview

This Kijiji Display Advertising Acceptance Policy applies to advertisements on all Kijiji websites and platforms. At any time and for any reason in its sole and absolute discretion, Kijiji reserves the right to: (i) make amendments, changes, additions, or deletions to this policy, including without limitation, the appendix; (ii) refuse or remove any advertising and/or advertisers; and/or (iii) make exceptions to this policy on a case-by-case or other basis.

# Advertising Content, Style, and Design

## / Content Guidelines

Advertising content must be visually distinct from page content and have a visible border or a high contrast background that distinguishes the ad from the page content.

### General text guidelines

- Using fonts
  - Ads should use a consistent font throughout (e.g. ads should use the same font in the heading, call to action, and body).
  - You may not use uncommon fonts or multiple font colours that Kijiji deems, in its sole discretion, to be for the purpose of drawing attention and/or distracting the user, or that otherwise disrupt the user experience.
  - These font guidelines do not apply to corporate or product branding or logos, fonts within images, or legally required disclosure.
  - Font size should be consistent throughout an ad.
  - The text or the size of the font should not be the sole focus of the ad (e.g. ads should not consist of text only)
  - Text must be legible and not covered or obscured by images or backgrounds.

### General imagery guidelines

- Images must be relevant to the product or offering within the ad.
- Imagery (including without limitation designs and logos) within an ad must be high quality and high definition.
  - The use of non-high definition, pixilated, distorted or unclear images, as determined by Kijiji in its sole and absolute discretion, is not permitted.
- Ads are not permitted to use contrasting colours, that Kijiji deems, in its sole discretion, to be for the purpose of distracting a user's experience, or otherwise disrupting the user experience.

- Product and Price Images: if your ad includes multiple products or other offerings, the images in the ad, and the products/offerings, must be of consistent quality and theme, and must be relevant to each other.
  - As an example, including a bracelet, jacket, tablets and vehicle within one ad would be unacceptable product/price imagery.

## / Editorial Guidelines

- Advertising content must clearly identify the advertiser and/or brand.
- The content of an ad must correspond to the website one is directed to on clicking the ad.
- Content that is or appears to be a blog, review, press releases, simulation of news coverage, or other form of disguised advertising, all as determined by Kijiji in its sole and absolute discretion, is not permitted.
- NO advertising may:
  - Include Kijiji's name, design elements, or other intellectual property (such as name, logo, or typography).
  - Include irrelevant, deceptive, false, or misleading information.
  - Suggest Kijiji endorses an advertiser, product, brand, or offering, unless there is an agreement with Kijiji that provides Kijiji's explicit approval.
  - Include any targeted messaging based on a user's behaviour or personal information. Advertising may contain a field for users to enter data or a drop-menu for users to make their own selection.
- ALL advertising:
  - Must adhere to these advertising guidelines, all other Kijiji terms and policies, comply with all applicable laws and regulations, and be appropriate for all Kijiji audiences. Such compliance is the sole responsibility of the advertiser.

## / Functionality

- ALL advertising:
  - Must open a new window/tab, rather than navigate away from the Kijiji website.
  - Must not be excessively flashy (as determined by Kijiji, in its sole discretion) in a manner that may potentially distract users from Kijiji's page content or otherwise disrupt the user experience.

## / Animation/Rich Media

. Animated ads should not run more than 30 seconds or be more than 3 loop cycles in length. For rich media creative (e.g. expandables, in-banner-videos or click-to-expand), audio must not play automatically, but must be user-initiated with easily seen and used functions to start/stop the audio/video or close expanded creative. It is recommended that the final frame of the ad contain pertinent information and a call-to-action. Please see the specification sheet for details.

# Prohibited Advertising Content

We may not accept or may remove ads containing or relating to certain content. This applies to the ad itself, any part thereof, including images and creative, and the landing page to which the ad directs. This content includes, without limitation, the types of content listed below. Kijiji reserves the right to reject or remove any ad or advertiser in its sole discretion at any time.

## / Competitive claims

. Competitors of Kijiji (see the competitors list in Appendix A) may not advertise on Kijiji owned and/or operated sites and platforms.

. Advertising that infringes and/or contradicts (or that could infringe and/or contradict) any Kijiji strategy or initiative, as determined by Kijiji in its sole and absolute discretion, is not allowed.

. Advertising from companies in direct competition with the eBay classifieds business model, as determined by Kijiji in its sole and absolute discretion are prohibited.

## / False or Misleading advertising content

. Advertising cannot be, and cannot have the potential to be, false, misleading, or deceptive, and cannot include unsubstantiated claims and/or endorsements, sensationalized content, or content that is not related to the product, service or other offering being promoted.

. Advertisers may not give the appearance of knowing privileged or confidential information about the user. For example, advertising that includes content such as, "Your credit score is...", is prohibited.

. Kijiji may, in its sole and absolute discretion, ask advertisers to provide third-party substantiation to support certain claims. Failure to provide such substantiation to the satisfaction of Kijiji and within any time frame specified by Kijiji may result in rejection of the applicable advertising and/or advertiser.

## / Offensive advertising content

. Potentially offensive advertising content (including language, text, images, graphics, videos, cartoons or animations), as determined by Kijiji in its sole and absolute discretion is prohibited. This includes, without limitation: content that facilitates, promotes, or uses offensive, distasteful language or images; scare tactics; vulgar, gross, obscene, or inappropriate images or language; profanity; scary, threatening, or sexually suggestive content.

. Advertising that includes illegal, non-consensual, denigrating, obscene, sexual or violent activity, including but not limited to bestiality, brutality, torture, death, illegal drug use, cruelty, prostitution, pedophilia, rape, incest, extreme or shocking sex, child pornography, strippers/strip clubs, escorts, or advertising content that relates to persons who are, or are suggested to be, under the legal age permitted in applicable jurisdictions is strictly prohibited.

. Advertising cannot exploit sensitive political or religious issues, promote extreme political or extreme religious agendas, or any known associations with hate, criminal, or terrorist activities.

## / Nudity

. Sexually explicit or suggestive content is not allowed.

. Images focusing on or showing genitals, buttocks, and/or female nipples are not allowed.

. Content that falls into this category may be permitted on a case by case basis, provided it is contextually relevant and related to the product or other offering being promoted. For example, people in bathing suits advertising a beach vacation may be permitted, but a woman in a bikini advertising a car will be prohibited.

## / Adult Content

. Humour, imagery, text, video, or audio that is not appropriate for non-adults is prohibited.

## / Hate speech

. Advertising that includes, facilitates or promotes (or that could include, facilitate or promote) hate speech is prohibited, regardless of whether it is directed at an individual or a group. This includes any advertising content and targeting, indirectly or directly, which Kijiji determines, in its sole discretion, may degrade, intimidate or incite violence, hatred, or prejudicial action against a person or group of people based on their gender, race, ethnicity, religion, sexual orientation, national origin, disability, or other differentiating factors.

## / Suffering & violence

. Advertising that advocates, glorifies, facilitates, or promotes rape, torture, cannibalism, killing, human suffering or death, mutilation or self-mutilation, suicide, self-harm, exploitation, human trafficking, violence against people and/or animals or graphic or violent images, such as images showing blood or dismemberment, is prohibited. This includes business models that exploit socio-economic differences and/or cruelty to people and/or animals.

# Prohibited Advertising Categories

To provide the best possible user experience, we may not accept ads that contain certain content or that relate to certain products, services, or other offerings. These products, services and offerings are listed below.

## / Content in Violation of this Policy or Applicable Law

. Any advertising, product, service, or offering that inherently violates this policy or any applicable law or regulation is prohibited.

## / Deceptive products & services

. Advertising for products and services intended to enable users to violate the law, or bypass or deceive a system, regulation, procedure or individual, is not permitted. This type of advertising may include but is not limited to:

- Hacking & cracking: Sites that provide information, products, or services designed to help evade or bypass security systems of any kind or illegally access or tamper with software, servers, or websites.
- Bypassing copyright protection or other technological product safeguards: Products or services that allow users to circumvent copyright protection or products that have disabled copyright protection.
- Evading the law: Any device or service that is designed to evade laws, including, but not limited to laser jammers, or license plate covers or sprays.
- Essay-writing services and prewritten essays.
- Fake IDs.
- Fake diplomas and education transcripts: including advertisements from providers or institutions that provide fake transcripts, diplomas or credentials, or that promote web-based, unaccredited colleges.
- Beating substance tests: Products that facilitate or promote ways to "beat", "fool", or otherwise fraudulently pass a substance test.
- Pay to click: Sites that offer to pay users for clicking on ads or offers, or performing web searches.
- Descrambling equipment: Advertising that promotes devices for descrambling cable, satellite, or other signals.

## / Pyramid schemes, Chain letters or Employment schemes

. Advertising of Ponzi schemes, pyramid schemes, or other legally questionable businesses is prohibited, particularly if:

- Returns depend on adding participants to the scheme.
- The user must pay a fee or buy a specific product or service to participate, and the value of doing so is undetermined.

. Chain letters or offerings that imply that non-participation might result in loss or bad fortune are prohibited.

. Advertising that facilitates and/or promotes any employment opportunity which requires payment by the user is prohibited.

## / Dating, personals and relationship introduction clubs

Prohibited across all Kijiji sites. For example, this includes but is not limited to, "international dating," or dating for economic advantage (e.g. mail-order spouses).

## / Drugs and related paraphernalia

. Advertising that facilitates the distribution, use, or cultivation of illegal substances or substances of questionable legality is not permitted.

. Advertising that facilitates the distribution or use of illegal drug paraphernalia, which includes any legitimate equipment, product, or material that is modified for making, using, or concealing illegal substances or substances of questionable legality is prohibited.

## / Background searches or arrest records

. Advertising for services that provide background checks, arrest records, access to or offers to remove mug shots, and/or criminal records is prohibited.

## / Firearms and weapons

. Advertising for weapons of any kind, including without limitation firearms, guns, ammunition, paintball guns, bb guns, knives, brass, plastic, or metal knuckles is prohibited.

*Note: Video games, movies, television and other shows may include weapon imagery, so long as: (i) it is not depicted in the act of killing or causing injury; and (ii) it follows the remainder of this policy.*

## / Fireworks and explosives

. Advertising for fireworks, explosives, hazardous materials, or other pyrotechnic devices or materials is not allowed.

## / Sensitive Topics

. Kijiji may remove or limit any advertising permanently or for a period of time in response to a sensitive topic, such as a tragedy, disaster, death or high profile news event, or other event or circumstance as deemed appropriate by Kijiji in its sole and absolute discretion. For example, Kijiji may remove advertising that:

- Appears to exploit events for commercial gain.
- May be offensive, inappropriate, or insensitive, especially given certain events or circumstances.

## / Spyware

. Advertising for the sale or use of software or devices whose purpose is to collect demographic information, usage information, or other information or materials from a user's computer or device without the user's express consent is not allowed.

## / Spy cams or surveillance equipment

. Advertising for any illegal surveillance cameras or other products, equipment, or services for illegal surveillance is prohibited. Only advertising that clearly promotes and/or suggests legitimate and legal usage of such equipment is allowed.

## / Pay Day Loans, Short Term Financing Loans

. Advertising that references short term loans, payday loans, or cash advances is not allowed

## / Penny auctions and stocks

- . Penny auctions, aka “bidding fee auctions”, are prohibited.
- . Penny stock advertising is prohibited.

## / Psychics, tarot readings, fortune tellers

- . Advertising for psychics, tarot readings, or fortune telling is prohibited.

## / Religious Content

- . Advertising focused on religion, including religious connotations, or advertising content that exploits religion is prohibited, all as determined by Kijiji in its sole and absolute discretion.

## / Sexual Enhancement Products

- . Advertising for sexual enhancement products, including but not limited to, testosterone boosters or other products for increasing sexual performance, drive, pleasure, or endurance, are prohibited.

## / Tobacco products

- . Sale or use of cigarettes, cigars, smokeless tobacco, cigarette papers or blunt wraps, or any other preparation of tobacco, or any other instrument or paraphernalia that is designed for the smoking or ingestion of tobacco, products prepared from tobacco, or any controlled substance is prohibited.
- . Advertising for electronic cigarettes, including the cartridges and nicotine solutions that are used with electronic cigarettes, is not allowed even if marketed as a smoking cessation product.
- . Advertising is typically allowed for products that are clearly intended for smoking cessation.

## / Solicitation of funds

- . Advertising may not solicit contributions of money or perform fundraising activities.
- . Advertising is not allowed for sites that solicit money from users or perform fundraising activities unless they are a registered charity.

# Restricted Advertising Categories

To provide the best possible user experience, we may restrict or modulate ads that contain certain content or that relate to certain products services, or other offerings. These products, services and offerings are listed below.

## / Cannabis

- . Advertising of cannabis, cannabis accessories and services related to cannabis must comply with all federal, provincial and municipal legislation and regulations, and the restrictions and requirements set out therein
- . Advertising must not be appealing to persons under 18 years of age
- . Advertising must link to a landing page that has an appropriate age gating mechanism
- . In terms of content, advertising can only:
  - Provide factual information about cannabis or its characteristics, a cannabis accessory or its characteristics, or the availability or price of cannabis, a cannabis accessory or a service related to cannabis; AND
  - Promote cannabis, a cannabis accessory or a service related to cannabis by means of its brand characteristics
- . Advertising must not:
  - Present cannabis, or any cannabis brand element, in a manner that associates it with (or evokes a positive or negative emotion about or image of) a particular way of life – e.g. glamour, recreation, excitement, vitality, risk or daring
    - A cannabis “brand element” is brand name, trademark, tradename, distinguishing guise (mode/shape of wrapping or packaging), logo, graphic arrangement, design or slogan
  - Use testimonials or endorsements
  - Depict a person, character or animal, whether real or fictional
- . Advertising must include any required corporate social responsibility message
- . Advertising of cannabis, cannabis accessories and services related to cannabis is not permitted on any of our pages in the following Provinces: Quebec; New Brunswick; and PEI.

## / Alcohol

- . Advertising of alcohol, and services related to alcohol such as alcohol delivery services, must comply with all applicable federal, provincial/territorial and municipal legislation and regulations, and the restrictions and requirements set out therein.
- . Advertising must not be appealing to persons under the legal drinking age. The legal drinking age varies, and may be 18 or 19 depending on jurisdiction.
- . Advertising must link to a landing page that has an appropriate age gating mechanism
- . Alcohol advertising must not:
  - Encourage non-drinkers to drink,
  - Encourage general consumption of alcohol, as opposed to brand preference,
  - Associate alcohol with youth or youth symbols, or activities primarily appealing to youth,
  - Depict persons who could be mistaken for youths,
  - Include an endorsement from a person likely to be a role model to minors,
  - Depict alcohol as a status symbol, a necessity, or an escape from life’s problems,



- Imply that social acceptance, status, success or business or athletic achievement may be acquired or enhanced by drinking alcohol, or that drinking alcohol is necessary to enjoy or takes precedence over any activity,
- Portray a product, or consumption, in an immoderate way,
- Exaggerate the importance of a product or its packaging,
- Refer to or depict the effects of alcohol, or misuse, dependency of compulsive behaviour,
- Use imperative language with respect to a purchase,
- Associate the product with activity requiring skill, care or mental alertness or involving an obvious element of danger, including without limitation, driving,
- Suggest a product should be preferred due to higher alcohol content,
- Depict persons with alcohol in circumstances where it would be prohibited,
- Depict alcohol consumption, directly or indirectly.
- Make claims with respect to the healthful, nutritive, curative, dietetic, stimulative or sedative benefits of alcohol.

. Advertising must contain any required warnings and responsible drinking messaging, such as “Please drink responsibly”, or “do not drink and drive” in the ad copy.

## / Finance

. Advertisers who promote financial products and services must ensure they comply with this policy and with all applicable laws and regulations, industry best practices, and other requirements.

## / Credit report advisors

. Advertisers who offer ‘credit report’ products & services must comply with all applicable laws, regulations, requirements and references in their advertisements and on the landing page.

## / Gambling and lotteries

. All gambling ads require pre-approval from Kijiji.

. Gambling advertisers must ensure compliance with all applicable laws, regulations, industry best practices, and other requirements, including responsible gaming messaging.

. Responsible gaming requirements: Advertising must not misrepresent, exaggerate or glorify the benefits or results of gambling, or encourage people to play or bet beyond their means. For example:

- Advertising may not imply or suggest that gambling is an alternative to employment, financial investments, or a way to recover from financial losses.
- Advertising may not imply or suggest that skill may affect the outcome of a game of chance.
- Information on the odds of winning and prize amounts must be described accurately. Advertisers may not present winning as the most probable outcome, nor misrepresent a person’s chance of winning.
- Targeting minors is not allowed. Advertising must not be directed toward individuals under the applicable minimum age to participate in gambling, or served in a context where it is likely it will be displayed to such individuals. This includes, but it is not limited to, the use of language, themes,

expressions, personalities, activities, graphics, resources, audio or visual elements that may appeal to underage individuals, or using individuals who are or appear to be underage in advertising content or on the landing page.

. Offline gambling: Advertising for brick and mortar casinos is prohibited.

. Advertising for games of chance, casino games and spread betting is prohibited.

. Advertising for educational, “learn to play”, “practice” and other free simulation sites, including .net sites that are affiliated with an online gambling site, including without limitation fantasy sport sites, is prohibited.

. Lotteries: Advertising for government sanctioned lotteries in accordance with laws and regulations is acceptable, provided it complies with this policy and all applicable laws and regulations.

. Additional restrictions:

- Canada - Gambling operators must be physically located in Canada. Advertisers promoting provincial lotteries must have authorization from the applicable government agency.

## / Beauty & Cosmetics

. Advertising for beauty and cosmetic products that is false or misleading, or that implies a person may experience or achieve unrealistic or extreme results is prohibited. This includes but is not limited to, claims to provide results similar to a pharmaceutical or surgical procedure.

. Claims must be supported by appropriate studies, consumer testing, and/or other scientific evidence in accordance with applicable law.

## / Health care: Pharmaceuticals (Prescription and Over-the- Counter) and health-related products & services

. Advertisers that promote health care services, health or wellness products, and/or weight-loss/dietary products or supplements must comply with all applicable regulatory guidelines, laws, industry best practices, and other requirements.

. Advertisers that promote pharmaceuticals must comply with all applicable regulatory guidelines, laws, industry best practices, and other requirements, including by maintaining up-to-date certification for the markets in which they advertise, as applicable.

. All pharmaceutical ads require pre-approval from Kijiji.

## / Public Service Announcements (PSAs) and Awareness Campaigns

. PSAs and other such Awareness campaigns (for example, health and education) are allowed, provided the ads have Kijiji’s pre-approval.

## / Political

. All political ads require pre-approval from Kijiji.

. Political ads and advocacy:

- Must comply with this policy and all applicable laws and regulations.
- Incendiary language on political, social, or religious issues is not permitted. For example, ads or landing pages cannot include or promote inappropriate language, ridicule, derision, hate, or use religion to ridicule or shock.
- Where legally required, ads must clearly identify who paid for the communication and which candidate and/or political organization authorized the advertising.
- Cannot give the appearance that Kijiji supports or favours any particular candidate, party, or political agenda.

. Without limiting any other provision of this policy, Kijiji reserves the right to take into consideration its broader site content and business commitments, in determining whether to accept any political advertising.

## / Sweepstakes / contests / free gift offers (“Prize Promotions”)

. Prize Promotions may be promoted if the program does not constitute an illegal lottery and otherwise complies with all applicable laws, regulations and other requirements. Such programs include, but are not limited to, random drawings, trivia contests, word games, spelling bees, essay contests, free gift offer / loyalty programs, and user-generated content (e.g. photography, video) contests. Prize Promotion advertising must clearly and conspicuously disclose the material terms and conditions for participation in accordance with applicable laws, and must not be false, deceptive or misleading.

## / Software download products / services (freeware & shareware)

. Advertising may not automatically install, copy, or download programs, without the user’s express prior consent.

. Any advertising that offers software updates, codec, extensions, or downloads that promise to speed up, fix, or improve computer performance will not be allowed.

. Advertising for technical support for another company’s products or services, or for services that promise to fix or improve another company’s products are not allowed.

. Advertisements that promote legitimate software downloads must:

- Provide clear notice to the user about the download and the software, for example, the time it takes to download and complete.
- Provide accurate information on what the software does and how to remove the software.
- If the download requires the user to provide personal information, they must provide clear information on how the information collected is being used and disclosed.

## / Subscription services

. Advertising for subscription services and other services billed on an interval must include the price of the service and the billing interval (such as per week or per month) in the ad text.

. The first page of the site for such services on which users enter personal data must provide a prominent opt-in checkbox or other clear mechanism indicating that the user knowingly accepts the price and subscription service, and the user must not be able to proceed without opting in.

# APPENDIX A

## / Competitor List

. The following list of companies is not allowed to advertise their products or services across any Kijiji site or platform:

Amazon.com, Inc.

Alibaba Group

TRADER Corporation

Craigslist Inc.

LesPAC

VarageSale

Canadasbuyandsell.ca

CarGurus

Rent.com

Zoocasa

Zillow

OLX, Inc.

Used.ca

Etsy

Shopify

LetGo

Carousell

OfferUp

Shpock

Wallapop

Overstock