

# Advertiser & Seller Advertising Policy

(Last updated: 06.11.2025)

<https://mylittleprice.com//legal/advertiser-policy>

This Policy applies to all paid placements on MyLittlePrice, including **Sponsored Listings** and **Display/Video Ads**. It is incorporated by reference into the **Terms of Use** and any insertion order (IO). We may update this Policy from time to time.

## 1) Eligibility & Acceptance Criteria

To advertise or submit product feeds, you must:

- Hold a valid business entity and provide accurate details (legal name, registration number, VAT ID where applicable).
- Offer products/services that comply with applicable laws in all targeted regions.
- Maintain a functioning website/app with clear pricing, taxes/fees, shipping, returns, and contact details.
- Ensure landing pages match ad claims and are secure (HTTPS), mobile-friendly, and free of forced downloads or deceptive UX.
- Provide accurate, up-to-date product data (title, brand, images, price, availability).
- Agree to label paid placements (e.g., “**Sponsored**”).
- Respond to user complaints and refund/after-sales obligations per law and your own T&Cs.

We may refuse, pause, or remove any campaign, listing, or feed at our discretion.

## 2) Prohibited Categories

The following are not permitted (including links/landing pages that substantially feature them). Some items may also be restricted by law, payment networks, or platform rules:

- **Illegal products/services**; instructions to facilitate illegal activity.
- **Weapons & explosives** (firearms, ammo, explosives, silencers, 3D-printed weapon files) and most weapon accessories.
- **Knives primarily designed as weapons** (e.g., switchblades, push daggers), brass knuckles, tasers.
- **Hazardous chemicals/toxins**, CBRN precursors, radioactive materials.
- **Drugs & drug paraphernalia** (incl. prescription-only without licence, steroids, cannabis/THC, research chemicals).
- **Tobacco, vapes, nicotine products**.
- **Adult sexual content/services** (pornography, escorting), explicit sexual imagery.
- **Counterfeits, stolen goods, or items infringing IP**.
- **Surveillance/spyware, hacking tools**, malicious software.

- **Gambling services** (incl. raffles/lotteries) unless pre-approved and licensed in all targeted locales.
- **Financial products** that are high-risk or non-compliant (get-rich-quick, misleading crypto/forex schemes).
- **Misleading health/medical claims**, unlicensed medicines, miracle cures, unsafe supplements.
- **Hate, harassment, or extremist content/merchandise.**
- **Political ads** (including issue advocacy) — **not accepted** on MyLittlePrice at this time.
- **Targeting minors** with age-inappropriate products (including alcoholic beverages, gambling, dating, weight-loss).

*Restricted/conditional (require prior written approval and full compliance):* alcohol, CBD-free hemp products, lotteries for charitable causes, medical devices, and financial services from regulated firms with clear disclosures.

## 3) Creative Standards

### 3.1 General rules

- Ads must be **truthful**, verifiable, and consistent with the landing page.
- No bait-and-switch, price misrepresentation, pressure tactics (fake scarcity), or fabricated reviews.
- No auto-redirects, pop-unders, excessive interstitials, or deceptive UI.
- Claims requiring substantiation (e.g., “#1”, “best”, “clinically proven”) must be supported and provided on request.
- Comparative ads must be accurate, fair, and non-defamatory.
- Trademarks: you must have the right to use marks, logos, or product images in ads and feeds.
- Personalisation: no sensitive-interest targeting (health, religion, sexual orientation, political beliefs, union membership).
- Privacy: all pixels/tags must comply with data-protection law (see §6).

### 3.2 Sponsored Listings (product placements)

- **Data required:** product title, brand, category, image, price, currency, availability, GTIN/MPN (if available), URL.
- **Accuracy:** price/availability must match the landing page; out-of-stock items should be paused or excluded.
- **Labelling:** clearly marked “Sponsored”.
- **Ranking:** priority placement within relevant results; **no guarantee** of specific position or volume.

### 3.3 Display Banners (static/animated)

- **Accepted sizes:** 300×250, 300×600, 320×100, 728×90, 970×250, 160×600.
- **File types:** JPG, PNG, GIF (anim ≤ 15s, looping allowed if tasteful), HTML5 zip (polite load).
- **Max size:** 200 KB (JPG/PNG/GIF), 1.5 MB (HTML5 polite).

- **Click-through:** single click area only; use standard clickTags for HTML5.
- **No auto-sound;** no strobing/flashing effects; legible text ( $\geq 12\text{px}$ ).

### 3.4 Video Ads

- **Specs:** MP4, MOV, or VAST 4.x tags; 16:9 or 1:1; recommended  $\leq 30\text{s}$  (max 60s).
- **Max size/bitrate:** up to 150 MB; reasonable bitrate for web; silent or click-to-sound only.
- **Captions** strongly recommended; auto-play muted only.

### 3.5 Creatives rejected for quality

We may reject creatives that are pixelated, low-contrast, misleading, contain excessive text, or mimic system UI/alerts.

## 4) Targeting, Geo & Frequency

- **Geo:** you are responsible for ensuring legality in each targeted country/region.
- **Frequency capping:** we may apply default caps to protect user experience.
- **Audience:** no targeting of minors for age-restricted products; no sensitive-interest targeting.
- **Brand safety:** we avoid placing ads next to prohibited or low-quality content; you may request blocklists (domains/categories).

## 5) Feeds, Tracking & Technical Integration

- **Product feeds:** CSV/TSV/XML or API; daily refresh recommended (hourly for volatile pricing).
- **Tracking:** we support UTM parameters; third-party click and impression tracking subject to security review.
- **Tags/pixels:** must be GDPR/PECR compliant; no collection of special-category data; no fingerprinting.
- **HTTPS only.** All assets, tags, and landing pages must be served securely.

## 6) Data Protection & Consent

- You must provide a compliant **privacy notice**, and obtain **valid consent** for any cookies/trackers you deploy on your site for campaign measurement or retargeting.
- Where you pass us personal data (e.g., via conversions API), both parties act as independent controllers unless a separate DPA specifies otherwise.
- Do not upload or share special-category data or data about minors.
- We will provide aggregate reporting and do not share personal data from our users with advertisers without a lawful basis.

## 7) Measurement & Reporting Methodology

- **Attribution window (default):** last-click, 7-day click / 1-day view for directional insights (view-through reporting may be disabled in certain jurisdictions).

- **Metrics provided:** impressions, clicks, CTR, est. viewability (where measurable), spend, CPC/eCPC or CPM, and for Sponsored Listings: clicks by placement/category.
- **Viewability:** where available, measured by industry-standard definitions (e.g.,  $\geq 50\%$  pixels in-view for  $\geq 1$ s for display;  $\geq 2$ s for video).
- **Discrepancies:**  $\leq 10\%$  between our logs and third-party trackers is considered normal; higher deltas will be investigated. Our numbers prevail for billing unless the IO states otherwise.
- **Reporting cadence:** self-serve dashboard (near-real-time) + optional weekly email summary.
- **Invalid traffic (IVT):** we apply automated and manual filters; detected IVT is excluded from billable metrics where reasonably identifiable.

## 8) Editorial & Makegood Policy

- **Pre-launch checks:** creatives, landing pages, and feed integrity are reviewed.
- **Pauses/Removals:** we may pause ads for policy breaches, broken links, out-of-stock items, malware, or user harm.
- **Makegoods:** if a material outage or platform error prevents delivery against booked goals (and you prepaid), we will offer reasonable makegoods (extended flight, added impressions, or credit). No cash refunds unless required by law.

## 9) Billing & Refunds

- **Prepaid only** for ads and sponsored listings; campaigns start after payment clears.
- **Refunds:** as a rule, **non-refundable** once delivery starts. Credits may be issued for platform errors (see Makegood).
- **Tax/VAT:** applied based on your billing profile; reverse charge where applicable (wording included on invoices).

## 10) Enforcement

Violations may result in rejection, pause, or termination of campaigns/accounts. Severe or repeated breaches may lead to permanent bans and reporting to relevant authorities.

## 11) Contact

Policy questions and approvals (e.g., restricted categories, third-party tags):

<https://mylittleprice.com/contact-form> or open a ticket in the **Advertiser Help** section of your dashboard.