

ADVERTISING AND PROMOTION POLICY

This Advertising and Promotion Policy (Ad Policy) for the Whitepaper IQ platform is a corporate declaration reflecting the project's commitment to transparency, accuracy, and ethical standards within the Web3 ecosystem. Whitepaper IQ pledges to avoid any misleading statements that could deceive users or trigger speculative investment decisions, whether in its own promotional content or in the analysis reports provided for third-party projects. All advertising and marketing materials generated by the platform must align with the "AI-Powered Project Analysis" vision and be based on technical data, on-chain statistics, and the seven-criteria evaluation framework. Specifically, in the promotion of modules such as "Detailed Reports," it is emphasized that these tools are supportive intelligence instruments designed to identify discrepancies between "stated claims" and "on-chain realities" rather than providing definitive investment verdicts.

In the advertising of institutional (B2B) services, the platform's "Due Diligence" capabilities—which streamline exchange listing processes—are highlighted; conversely, in promotions directed at individual (B2C) users, the fact that project "Trust Scores" do not constitute financial advice is transparently stated in accordance with the "NFA" (Not Financial Advice) principle. To minimize ethical and reputational risks, Whitepaper IQ adopts a communication style that avoids the "black box" effect by clearly disclosing the data sources underlying its scoring model. Under this policy, the platform's API structures or analysis results may not be used as marketing tools for the artificial inflation or manipulation of any project; all promotional activities are conducted in strict adherence to technical transparency and the technical scalability roadmap.