

5.3 Distracting Ads/SC

We expect Ads and SC to be visible. However, some Ads, SC, or [interstitial pages](#) (i.e., pages displayed before or after the content you are expecting) make it difficult to use the MC. Pages with Ads, SC, or other features that significantly distract from or interrupt the use of the MC should be given a **Low** rating.

A single pop-over Ad or interstitial page with a clear and easy-to-use close button is not terribly distracting, even though it may annoy some people. However, difficult-to-close Ads that follow page scrolls, or interstitial pages that require an app download, can be truly distracting and make the MC difficult to use. You can see examples of interstitial pages [here](#).

The content of the Ads, SC, or other features may be distracting as well: sexually suggestive images such as [here](#), grotesque images such as [here](#), and sexually suggestive Ads on otherwise non-sexual pages are very distracting.

Finally, Ads and SC can be distracting if the titles or images of the Ads or SC are shocking or disturbing. [Here](#) is an example of a page with shocking and exaggerated titles, images, and text in the Ads and SC.

Important: The **Low** rating should be used if the page has Ads, SC, or other features that significantly distract from or interrupt the use of the MC.

5.4 Mildly Negative Reputation of the Website or Content Creator

The **Low** rating should be used if the website or the content creator has a mildly negative reputation.

If the MC was created by a content creator who is using the website to host it, research the reputation of the content creator. Expect to find reputation information on well-known journalists, authors, social media influencers, bloggers and vloggers, professionals such as lawyers and doctors, etc. Pay attention when there is evidence of mildly negative—though not malicious or financially fraudulent—reputation. However, a lack of reputation information for ordinary people and lesser-known content creators is expected and is not a sign of **Low** quality.

Exercise care when researching the reputation of businesses. Try to find enough reviews to understand a range of customer opinions and experiences, and read the details of negative reviews and low ratings before inferring that the business overall has a negative reputation. A few negative customer service reviews are typical for businesses such as stores or restaurants.

5.5 Unsatisfying Amount of Information about the Website or Content Creator

Expect to find some form of website information for many or most websites. We expect clear information about who (e.g., what individual, company, business, foundation, etc.) created the MC, unless there is good reason for anonymity. A long-standing Internet alias or username can identify the content creator. For personal websites or forum discussions on non-YMYL topics, an email address or social media link alone may be sufficient. Many people are reasonably hesitant to share personally identifiable information online!

Stores and websites that process financial transactions require a high level of user trust. If a store or financial transaction website has just an email address and physical address, it may be difficult to get help if there are issues with the transaction. Likewise, many other types of websites on clear YMYL topics also require a high level of user trust.

Important: Pages that offer payment functionality or process other types of financial transactions should receive a **Low** rating if there is an unsatisfying amount of customer service information or contact information. Pages on YMYL topics and other pages that require a high level of user trust should receive a **Low** rating if there is an unsatisfying amount of information about who is responsible for the website or who created the content. For forums, social media pages, and other websites where people commonly exchange opinions, a username is an acceptable identifier.