

## **Advertising and Privacy Policy**

Taiwan Mobile Co., Ltd. ("we" or "TWM") places a high value on the benefit of users, clients and advertisers ("you"), for the operation of mobile advertisement business ("TA Media"). In order to protect your rights and interests, please read the following policy carefully:

### **I. Advertising Policy**

1. The advertising policies apply to all ads and commercial content served by or purchased through DSP, including ads purchased under AAAA/IAB Standard Terms and Conditions.
2. You are responsible for understanding and complying with all applicable laws and regulations. Failure to comply with laws and regulations may result in a variety of consequences, including the cancellation of ads you have placed and termination of your account.
3. We do not use sensitive personal information for ad targeting. The topics you choose for targeting your ad don't reflect the personal beliefs, characteristics or values of users.
4. If you are managing ads on behalf of other advertisers, each advertiser or client must be managed through separate ad accounts. You shall set up a new account but not change the advertiser or client associated with an established ad account. You are responsible for ensuring that each advertiser complies with the advertising policies.
5. Every advertisement shall be reviewed to ensure that such advertisement has met our advertising policies before it is shown up in public. Typically the review period is 24 hours after issuing to us, although in some cases it may take longer.
6. We reserve the right to reject, approve or remove any ad for any reason, in our sole discretion, including ads that negatively affect our relationship with our users or partners, or that promote content, services, or activities, contrary to our position, interests, or advertising philosophy.
7. These policies may be modified or changed by us at any time without notice.

### **Prohibited Content**

8. The advertiser shall ensure that ads shall not constitute, facilitate, or promote any illegal products, services or activities. Ads targeted to

minors shall not promote any products, services, or content that are inappropriate, illegal, unsafe, or that exploit, mislead, or exert undue pressure on the age groups targeted.

9. The advertiser shall ensure that ads shall not promote the sale or use of the following:
  - i. Illegal, prescription, or recreational drugs;
  - ii. Tobacco products and related paraphernalia;
  - iii. Unsafe supplements;
  - iv. Weapons, ammunition, or explosives;
  - v. Adult products or services (except for ads for family planning and contraception);
  - vi. Online real money gambling/games of skill, real money lotteries, including online real money casino, sports books, bingo, poker, or any relevant product or services; or
  - vii. Except the items indicated in Restricted Content, any products, services or activities which are contrary to the public order or good custom.
  
10. The advertiser shall ensure that ads shall not contain any of the following:
  - i. Content that infringes or violates the rights of any third party, including copyright, trademark, privacy, publicity, or other personal or proprietary rights.
  - ii. Adult content: this includes nudity, depictions of people in explicit or suggestive positions, or activities that are overly suggestive or sexually provocative.
  - iii. Shocking, sensational, disrespectful, or excessively violent content.
  - iv. Content that asserts or implies personal attributes: this includes direct or indirect assertions or implications about a person's race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, membership in a trade union, criminal record, or name.

### **Restricted Content**

11. Alcohol: Ads that promote or reference alcohol must:
  - i. Comply with all applicable local laws, required or established industry codes, guidelines, licenses and approvals; and

- ii. Apply age and country targeting criteria consistent with DSP targeting guidelines and applicable local laws.  
(Note: Ads that promote or reference alcohol are prohibited in the some countries, including but not limited to: Afghanistan, Brunei, Bangladesh, Egypt, Gambia, Kuwait, Libya, Norway, Pakistan, Russia, Saudi Arabia, Turkey, United Arab Emirates, or Yemen.)
- 12. Dating: Ads for online dating services are only allowed with prior written permission of users. Ads for adult friend finders or dating sites with a sexual emphasis are not permitted. Ads for other online dating services are only allowed with prior authorization from DSP.
- 13. Online pharmacies: Subject to the scope permitted by applicable laws, ads for online and offline pharmacies are only permitted with prior written permission of local competent authorities .
- 14. Supplements: Subject to the scope permitted by applicable laws, ads that promote acceptable dietary and herbal supplements may only target users who are at least 20 years of age.
- 15. Subscription services: Ads for subscription services, or that promote products or services that include negative options, automatic renewal, free-to-pay conversion billing products, or mobile marketing, must make the subscription terms clearly to the potential subscribers in the ads (ex: "Subscription required").

## **II. Privacy Policy**

This policy ensures that we meets the legal and ethical requirements in regard to the collection, storage and disclosure of your personal information we hold in regard to the current, potential and previous clients, staff, and interactions with external organizations.

### **Why Do We Collect and Use Information?**

- 16. Advertising supports free content and experiences we all love on the web, social media platforms, and on Internet- enabled mobile devices such as smartphones and tablets. Our goal is to make advertising more effective by helping to display content that may be of interest to

you. Relevant ads are less annoying and help the services that depend on advertising because advertisers pay more for effective ads.

17. To deliver relevant advertising to you, we may collect personal information about your activity across multiple third- party websites or mobile applications. We may use this information to predict the types of ads that may interest you and to display advertising to you based on that information (“Interest-Based Advertising”). For example, if you visit multiple websites that feature articles about travel or you use a travel app, we may display travel- related ads to you on another website or app. If you would like to opt out of TWM’s Interest-Based Advertising practices, please see the Opting Out section below.

### **What Types of Information Do We Collect?**

Through Taiwan Mobile’s Programmatic Buy Services, we may (but do not necessarily or always) collect a variety of information about End Users (through our Advertising Partners such as Ad exchange their display advertising partners), including:

18. TWM collects a variety of personal information to help target online advertising to you based on your interests. This personal information including but not limited to information about your hardware and software attributes and your online behavior, including your browser type (e.g., Firefox or Internet Explorer), operating system (e.g., Macintosh or Windows), Internet provider, your IP address and domain name.
19. If any user intends to delete his or her personal information which collected by us, the user may contact us at [TAMservice@tamedia.com.tw](mailto:TAMservice@tamedia.com.tw). We will delete such personal information from our files. In the event that any parent or guardian becomes aware that his or her child or the person under the guardianship has provided us with personal information without consent from parent or guardian, the parent or guardian may contact us at [TAMservice@tamedia.com.tw](mailto:TAMservice@tamedia.com.tw), and we will delete such personal information from our files. We will not, nor through any third party, or in various ways, try to find out the authenticity of the user behind the cookie.

## Opt-Out

20. The policies apply to information collected by TWMM from third party websites and apps via our technologies and from other sources in connection with our advertising platform. It also describes the choices available to you regarding our use of your information and how you can opt-out of the delivery of ads using your information.
21. In most cases, users may have control over whether or not they would like to receive relevant ads and marketing email from our advertising partners.

### i. **Opting Out of Online Interest-Based Advertising**

If you do not intend to receive any Interest-Based personalized advertising provided by TA Media, please click the link below to delete your cookie. Once you've completed this action, the ads you receive will not be personalized.

**Opt-out of Interest-Based personalized ads**

### ii. **Opting Out of Cross-App Advertising on Mobile Devices**

You can opt out of having your mobile advertising identifiers used for certain types of interest-based mobile advertising (also called “cross-app advertising”), by accessing the settings on your Apple or Android mobile device, as follows:

- Apple Devices: If you have an Apple device, you can opt out of most cross-app advertising by updating to iOS 6.0 or higher and enabling “Limit Ad Tracking.”
  - iOS 7 and Higher: Go to Settings -> Privacy -> Advertising, and toggle “Limit Ad Tracking” to ‘ON.’
  - iOS 6: Go to Settings -> General -> About -> Advertising, and toggle the “Limit Ad Tracking” to ‘ON’
- Android Devices: If you have an Android device, you can opt out of most cross-app advertising by going to Google Settings -> Ads, and selecting the option to opt out of interest-based ads.

Please note that these platforms control how these settings work, so the above instructions may change. Likewise, if your device uses other platforms not described above, please check the settings for those devices.