CONTENT CATEGORY	BRAND SAFETY FLOOR – Content not appropriate for any advertising support
Adult & Explicit Sexual Content	• Illegal sale, distribution, and consumption of child pornography. • Explicit or gratuitous depiction of sexual acts, and/or display of genitals, real or animated.
Arms & Ammunition	• Instruction content on how to obtain, make, distribute, or use illegal arms. • Glamorization of illegal arms for the purpose of harm to others. • Use of illegal arms in unregulated environments.
Crime & Harmful acts to individuals and Society, Human Right Violations •	• Graphic promotion, advocacy, and depiction of willful harm and actual unlawful criminal activity - Explicit violations/demeaning offenses of Human Rights (for example, human trafficking, slavery, self-harm, animal cruelty). • Harassment or bullying of individuals and groups.
Death, Injury or Military Conflict	• Promotion, incitement or advocacy of violence, death, or injury. • Murder or wilful bodily harm to others • Graphic depictions of willful harm to others • Incendiary content provoking, enticing, or evoking military aggression • Live action footage/photos of military actions & genocide or other war crimes
Online piracy	Pirating, Copyright infringement & counterfeiting
Hate speech & acts of aggression	Behavior or content that incites hatred, promotes violence, vilifies, or dehumanizes groups or individuals based on race, ethnicity, gender, sexual orientation, gender identity, age, ability, nationality, religion, caste, victims and survivors of violent acts and their kin, immigration status, or serious disease sufferers.
Obscenity and Profanity, including language, gestures, and explicitly gory, graphic or repulsive content intended to shock and disgust	Excessive use of profane language or gestures and other repulsive actions that shock, offend, or insult.
Illegal Drugs/Tobacco/E-cigarettes/Vaping/Alcohol	• Promotion or sale of illegal drug use - including abuse of prescription drugs. Federal jurisdiction applies, but allowable where local legal jurisdiction can be effectively managed. • Promotion and advocacy of tobacco and e-cigarette (vaping) & alcohol use to minors.
Spam or Harmful Content	Malware/Phishing.
Terrorism	Promotion and advocacy of graphic terrorist activity involving defamation, physical and/or emotional harm of individuals, communities, and society.
Debated Sensitive Social Issue	Insensitive, irresponsible, and harmful treatment of debated social issues and related acts that demean a particular group or incite greater conflict.
Misinformation	Misinformation is defined as the presence of verifiably false or willfully misleading content that is directly connected to user or societal harm.