

SSP Policy

Welcome to the SSP Policy page.

Our aim is to provide a secure trading platform for buyers and sellers of advertising inventory. We advise you to follow the Policy below for maximizing your revenue.

Content restrictions

You must not make available any inventory on media that contains any of the following:

- Inciting hatred, violence or discrimination against race, nationality, religion, sex, sexual orientation and any other type of discrimination;
- Violation of the requirements of the applicable law;
- Pornographic content;
- Content harmful to the user and/or advertiser;
- Viruses and other malicious code;
- Use of displays, clicks, and other methods of monetization by automated sources, including traffic from pop-ups (pop-unders) and forced redirections;
- Sites calling users to click or view ads for payment/other bonuses, including the involvement of users in fraud schemes;

Implementation details

- Ads must have been correctly displayed in web pages, mobile applications, video/audio clips and any other monetized media resources;
- It is forbidden to hide, replace, or mask the URL of the site, or otherwise hide the traffic source;

Additional notes

- In case of violation of these Policy we reserves the rights to stop advertising on the website and take other measures to protect the interests of our customers;
- Modification of advertising code generated on our trading platform It is strongly prohibited. Only we have the rights to determine the structure of the advertising code;
- We reserve the rights to reject any request to participate in a trading platform auction and to cease showing ads on a website without any explanation;
- This Policy may be revised in due to changes in the applicable law and market conditions of Internet advertising.