

Ad Policies

Autopilot AI Ad Policies

Simpli.fi requires all Autopilot platform users comply with the following policies and standards in accordance with the **Simplifi Autopilot AI Service Terms and Agreements**. All policies are subject to change without notice. Refer to these guidelines for the latest policy updates.

Note: Content policies apply to the ad and landing page content alike.

Autopilot AI Ad Specifications

General guidelines for advertisements:

- All ads must display relevant disclaimers or other information required by law.
- All ads must include sufficient branding.
- Ads/landing pages that expose users to malware or phishing will not be permitted.

All ads must comply with the Autopilot AI Ad Specs in the online documentation.

Landing Pages

All campaign landing pages must be owned by the client or advertiser unless permissions are obtained from third parties. Simpli.fi will approve landing pages with proper third-party permissions. All ads and keywords must directly relate to the content on the landing page for your ad.

For all landing pages, anything outside of industry best practice or deemed non-spec by Simpli.fi are prohibited. Below are some examples that would be considered in violation of this directive:

- Parked destination URLs, sites under construction, or non-functional pages.
- Pages that limit or interfere with a user's ability to navigate away from the page.
- Destination URLs that automatically redirect.
- Destination URLs that prompt you to download files or plug-ins.
- Landing pages that cannot be viewed on commonly used browsers.
- Misleading landing pages that infringe on a third-party's copyright.

Age Restricted Content

Advertisers on Simpli.fi Autopilot must comply with the Children's Online Privacy Protection Act (COPPA) and any applicable state laws governing the protection of minors. Simpli.fi prohibits data collection and ad targeting directed at minors wherever restricted by law. Advertisers are responsible for ensuring all campaigns align with these regulations.

Ad Delivering to Minors (under 18)

You cannot, in any way, knowingly market or advertise the following products and services to minors:

- Alcoholic beverages and related accessories
- Weapons, ammunition, BB, or pellet guns
- Fireworks
- Aerosol paint or etching cream capable of defacing property
- Tobacco products or accessories, including e-cigarettes
- Controlled substances
- Dietary supplement products
- Tanning in an ultraviolet tanning device
- Gambling, including lotteries
- Tattooing, body piercing, or permanent cosmetics
- Sexual products and services or content adult in nature

Prohibited Content

The following categories are strictly prohibited. Ads within these categories are not allowed on the Simpli.fi Autopilot Platform under any circumstances:

- Content promoting or depicting sexual services, adult products (such as sex toys or enhancers), pornographic material, nudity, or adult-themed dating and escort services.
- Defamatory or Libelous
- Discriminatory Ads: Ads that directly or indirectly, unfairly target or exclude any user or group from a campaign based on their race, color, national origin, religion, sex, sexual orientation, familial status, age, disability status, or genetic information.
- Illegal products and services

- Illicit drugs, including marijuana, psychedelics, Kratom etc.
- False claims or statements
- Profane language
- Content promoting torture, violence, or death involving humans.

NAI Self-Regulatory Framework

Pursuant to the NAI Self-Regulatory Framework, entities should not collect and use financial account numbers, Social Security numbers, pharmaceutical prescriptions, medical records, inferences about a user's status or perceived status as gay, lesbian, bisexual, transgendered, or gender non-conforming, any information for specifically targeting children under 16, or any other form of personally identifiable information for Tailored Advertising or Ad Delivery and Reporting.

Click the link to read the NAI Self-Regulatory Framework: <https://thenai.org/self-regulatory-framework/>

Ads Content Policies

The following ad content categories are allowed, provided the advertiser adheres to the specific guidelines and requirements outlined under each category below. Compliance with all applicable laws, regulations, and platform policies is mandatory to ensure responsible and lawful advertising practices.

Abortion/Family Planning

- Any content promoting, suppressing, or regarding the general education or awareness of abortion.

Alcohol

- Federal law requires most alcohol advertisers to include age verification on their landing pages. Advertisers are responsible for ensuring compliance with all industry regulations.
- Ads must not feature models or actors who appear under 25, content appealing to minors, or imagery promoting excessive consumption. Additionally, ads cannot suggest therapeutic benefits, emphasize alcohol strength, or encourage irresponsible drinking.

Birth Control/Sexual Health

- Non-prescription birth control, such as condoms.

CBD

- The promotion of marijuana use or consumption is strictly prohibited.

- Products must not include claims unapproved by the FDA, including false health benefit assertions related to their use or consumption.
- Advertising is limited to non-THC CBD products, defined as containing 0.3% THC or less, in compliance with federal regulations.
- The sale or marketing of paraphernalia (e.g., bongs) directly on the advertiser's website is not permitted.
- Simplifi does not accept advertising for Delta-8 or Delta-10 content or products.
- All campaigns promoting CBD products or related content are subject to pre-approval.

Cosmetic Procedures

- Any advertisements for cosmetic procedures such as: botox, breast augmentation, tummy tuck, etc.

Cryptocurrency

- Advertisements for cryptocurrency must follow all laws and regulations for the jurisdiction in which the ads will appear.
- Where required by law or regulation, ads and or landing pages must adequately inform customers of any costs or risks associated with the products.

Firearms/Ammunition

- Guns, ammunition, and gun accessories, the sale of guns, ammunition, and accessories online or in store, hand gun safety or carry licenses, and gun ranges.

Fireworks

- Must not be associated with selling general explosives.

Gambling

- Content that promotes, directly or indirectly, online (internet and mobile) and offline (land-based or brick-and-mortar casinos, betting shops, card rooms or other gambling establishments) gambling, gaming, betting or wagering of any kind, whether for cash prizes or other things of value, including but not limited to casino games, poker, sports betting (whether individual or parlay wagering), parimutuel wagering or betting pools (including horse racing, dog racing, and jai alai), lotteries, raffles, sweepstakes, penny auctions, and fantasy sports.

Gentleman's Clubs

- Ads or websites containing nudity or pornography are strictly prohibited.

Knives

- Knives are permitted provided they are not marketed as tools for violence or harm against others. This includes, but is not limited to, hunting knives, camping knives, kitchen knives, and other utility knives.

Medical/Pharmaceuticals

- Healthcare-related advertising is subject to restrictions based on the product and target country and requires pre-approval. Contact your account manager for details.

Medical Research/OTC

- Advertisements for medical research must follow all laws and regulations for the jurisdiction in which the ads will appear.

Financial Services

- Must ensure compliance with all applicable state and local regulations, including required disclosures specific to local laws.
- Clearly disclose any associated fees.
- Include links to third-party accreditations or endorsements when implied affiliations are claimed, such as government verification or third-party ratings, to enhance credibility.
- Provide valid physical contact information for the promoted business.

Political

- Political content includes ads for political organizations, parties, candidates, fundraising, and advocacy on political issues. This content may be accepted with pre-approval but is restricted to the U.S. exclusively; contact your account manager for details.

Self Defense Products

- Any content related to the sale of Mace, pepper spray, stun guns, Tasers, or other non-lethal self defense products.

Sexually Suggestive

- Cleavage, sexually suggestive poses or facial expressions, and models wearing lingerie.

Substance Abuse/Addiction Services

- Any content regarding treatment of illegal drugs, alcohol, or prescription drug dependencies.

Tobacco/E-Cigarettes/Vape

- Must follow all applicable law; marketing or advertising to users under the age of 21 is strictly prohibited.
- Includes cigarettes, e-cigs, cigars, hookah, accessories, shops/lounges, smokeless tobacco and tobacco alternatives.

Weight Loss

- Cannot suggest results are typical or permanent.
- Importance of diet, exercise, and restriction of caloric intake along with product must be emphasized.