

DSP Cannabis-Related Advertising Policy

Last Updated: April 14, 2020

Introduction

This document contains the rules you must follow for cannabis-related ads uploaded to Basis Technologies' demand-side platform (DSP). It applies to all ads used for real-time bidding on ad exchanges integrated with Basis Technologies' platform, including private marketplace (PMP) deals. It does not apply to insertion order (IO) based campaigns using Basis' workflow automation software.

Cannabis-related advertising is a highly sensitive category. You must follow these rules if you run cannabis-related ads on our DSP. Please ensure that everyone in your organization who runs cannabis-related ads on our platform is familiar with these rules. **Your permission to run cannabis-related ads will be revoked if you violate this policy.**

What types of ads are covered by this policy?

All ads for cannabis-related products and services are covered by this policy, including but not limited to:

- Cannabis flower/leaf and cannabis-derived oils, extracts, etc.
- Hemp-derived oils and other products (i.e. hemp-derived CBD oils and capsules)
- Dispensaries and stores
- Paraphernalia (i.e. pipes, bongs, grinders, vapes, vape pens, etc.)

Categorization

When you upload an ad, you are asked for the ad's category. It is critically important that you accurately categorize cannabis-related ads. These ads must be categorized with one of the following categories:

- **Sensitive Categories > Hemp-Derived CBD (THC < 0.3%):**
CBD oils and other products derived from hemp (containing THC < 0.3%).
- **Sensitive Categories > Cannabis/Marijuana:**
All other cannabis-related ads.

Our bidders use the category you specify to respect ad exchange policies. When categorized correctly, your ads will only run on exchanges and publishers who permit these ads. If you do not categorize ads correctly, ads may run where they should not. This is a very serious ad quality violation that may lead to all of Basis' customers losing access to inventory.

Ad quality rules not automatically enforced on PMP deals

While our software automatically enforces ad exchange policies on open market bidding, it does not do so when a campaign bids using a deal ID. You must still respect exchange and publisher policies when using deals. Accordingly, you must only target deals (including Platform Deals) where both the publisher and the exchange permit cannabis-related ads.

Publishers may have additional rules for cannabis-related ads. You must also follow any rules a publisher specifies.

Follow all applicable local laws and regulations

You are responsible for adhering to any local laws and regulations that may apply to cannabis-related advertising. For example, your campaigns must only target countries or US states where such advertising is legal. You may also need to apply age-based restrictions on targeting.

Basis Technologies cannot offer legal advice about complying with cannabis laws and regulations. For questions regarding the legality of your cannabis-related advertising, please consult your own counsel or industry resources.
