

Advertising Policies & Guidelines

Restricted & Prohibited Advertisers, Content, & Practices in Best Buy Ads

(online, in-app, and offline)

Below is a current list of advertisers, ads, ad content and associated activities that are restricted or prohibited for Best Buy online, in-app, and offline. Exceptions may be appealed to Ads Governance for approval as described in Section III below.

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PLEASE NOTE: Best Buy reserves the right to refuse any ad or ad content without liability at any time, as well as modify the lists below at any time in its discretion (including without limitation changing content from restricted to prohibited).

I. Restricted Advertisers, Content, & Practices in Best Buy Ads - Investigation & Clarification Needed Before Approving Advertiser or Ad

Toys and Games

BBY sells toys and games that may be used or appeals to person of all ages, however:

- no ads “Made for Kids” (per FTC Guidelines), or targeting persons under 15 years of age
- no ads directed at persons under 15 years of age
- no targeting (or re-targeting) to persons under 15 years of age
- no personalized ads based on content “Made for Kids”
- no personalized ads based on audience of persons under 15 years of age
- no videos are “Made for Kids”
- Best Buy expects all ads to be “family friendly” and designed for a “general audience”. Ads “Made for Kids” or “mixed audience” content, as defined by FTC, are NOT permitted.

<p>Weapons</p> <ul style="list-style-type: none"> • Guns: video games & other games with guns 	<p>Skin Exposure</p> <ul style="list-style-type: none"> • underwear / lingerie • too much skin exposure
<p>Downloads</p> <ul style="list-style-type: none"> • downloadable utilities, online games & ringtones 	<p>Offers</p> <ul style="list-style-type: none"> • pricing offers – advertiser must honor and fulfill all representations (including pricing) of their ad, and ensure the ad and pricing is accurate and not misleading
<p>Tanning Devices</p> <ul style="list-style-type: none"> • tanning in an UV tanning device (sensitivity: appeal to minors) 	<p>Aerosol Containers</p> <ul style="list-style-type: none"> • aerosol container of paint or etching cream that is capable of defacing property (e.g. graffiti) (sensitivity: appealing to minors)
<p>Contests</p> <ul style="list-style-type: none"> • sweepstakes, contests or incentives 	<p>Contact Info</p> <ul style="list-style-type: none"> • provision of phone numbers & URL addresses

<p>Health</p> <ul style="list-style-type: none"> • healthcare products and services • healthcare and medicines • weight loss & supplements • pharmaceutical manufacturers • prescription drugs • over-the-counter medicines • pharmacies • medical devices • health and medical insurance coverage <p><u>Excluding the following, which are prohibited:</u></p> <ul style="list-style-type: none"> • cosmetic procedures & body modification (e.g., plastic surgery) • clinical trial recruitment • sexual and reproductive health 	<p>Financial Services</p> <ul style="list-style-type: none"> • financial products and services • consumer loans • personal loans • title loans • loan modification • complex speculative financial products • credit repair services • debt settlement services • debt-management services
<p>Ad Networks</p> <ul style="list-style-type: none"> • ad networks outside Google 	

Please consult a Best Buy Marketing Attorney for review of requirements for ads involving restricted advertisers or content which may include without limitation:

- business considerations
- advertiser & content complies with all governmental laws, rules and regulations
- advertiser & content complies with Google’s policies, rules and restrictions
- ad includes required disclosures
- a company may be required to be certified by Google in order to serve certain types of ads

II. Prohibited Advertisers, Content and Practices in Best Buy Ads

Targeted to “US-Only” audience & content

- ads, content, products and services are intended to be directed to US market.
- US currency only.
- Please contact BBY-Legal if any Best Buy Ad is not in English.

Tasteless or violent content or acts

Politics & political content

- promotion of political parties or candidates or issues
- election ads such as:
 - a current officeholder or candidate for an elected federal or state-level elected office
 - state-level ballot measure, initiative or proposition that has qualified for the ballot in its state

Improper data collection or use - advertisers must not misuse personal information or associated data, nor collect it for unclear purposes or without appropriate disclosures or security measures

- any activity that violates Best Buy’s Privacy Policy
- display of personal information
- capture any personal information that can be used to directly contact an individual
- advertiser is PROHIBITED from collecting sensitive personal information, as defined by Best Buy, its AdTech Partners, or federal, state or local law, rule or regulation
- capturing or using personal information without user consent
- no personalized advertising or other targeting of users may be based on, or promoting products or services concerning, (i) legally restricted content; or (ii) sensitive interest categories (including legally protected group status), as defined by Best Buy, its AdTech Partners, or federal, state or local law, rule or regulation.

Inappropriate content – ads or destinations that display shocking content or promote hatred, intolerance, discrimination, or violence

- obscene matter
- misinformation
- profane or offensive language
- pornography or adult content
- sexual activity
- sexually explicit content
- sexual content (e.g., nudity, sexual encounter dating, sexualized theme dating, sexual merchandise, sex toys, sexual entertainment, mature cosmetic procedures, sexually suggestive elements & themes, lewd or sexual language, etc.)
- significant or indecent skin exposure (**excluding tasteful swimwear/underwear/lingerie – See Restricted Content**)
- companionship or escort services
- mail-order brides
- anti-Social, disparaging or demeaning content or behavior
- content that harasses, intimidates, or bullies an individual or group
- content that incites hatred against, promotes discrimination of, or disparages an individual or group on the basis of their race or ethnic origin, religion, disability, age, nationality, veteran status, sexual orientation, gender, gender identity, or any other characteristic that is associated with systemic discrimination or marginalization
- content promoting hate groups or hate group paraphernalia
- content that threatens or advocates for physical or mental harm on oneself or others
- content that seeks to exploit others
- crime scene or accident images
- animal cruelty
- sale/trade of endangered species
- murder
- self-harm
- extortion or blackmail
- advertising access to hacked content or materials

Firearms, weapons and explosives (excluding video games – see Restricted Content)

- firearms, guns, handguns, BB device, gun parts or ammunition
- handgun safety certificates
- weapons (such as switchblades, fighting knives, military knives)
- explosives, fireworks and firecrackers

Alcohol

- alcohol (including beer, wine, sake, spirits or hard alcohol, champagne, non-alcoholic beer, non-alcoholic wine, and non-alcoholic distilled spirits)
- targeting persons below legal drinking age
- irresponsible alcohol advertising such as drinking to excess

Cigarettes / tobacco (or products containing tobacco) / smoking paraphernalia

- herbal cigarettes, e-cigarettes, cigars, tobacco (including chewing, rolling or pipe tobacco)
- equipment to facilitate tobacco use (like rolling paper, pipes, etc.)
- paraphernalia related to tobacco

Drugs / drug use

- controlled substances
- equipment to facilitate use of controlled substances
- paraphernalia related to controlled substances
- recreation drugs (and paraphernalia related thereto)
- psychoactive substances (like salvia divinorum or salvinorin A)
- equipment to facilitate drug use (like pipes, bongs, etc.)
- drug paraphernalia
- drug use
- ephedrine products
- CBD (Cannabidiol)
- cannabis (or product or paraphernalia related thereto) or cannabis business
- THC (tetrahydrocannabinol)

Illegal activities

Enabling dishonest behavior - products or services designed to enable dishonest behavior

- products/services enabling surveillance, spying or tracking of a person (e.g., device, location, texts, phone calls, email, browsing history, etc.) without authorization

Misrepresentation - ads that deceive users by excluding relevant information or providing misleading information

- false advertising
- fraudulent promotions or deals
- misleading statements
- obscure or omit material information
- inaccurate claims
- misrepresent business / business name
- obscure or misrepresent source of ad
- dishonest pricing practices
- misleading ad design
- ads that make it difficult for user to understand they are interacting with an ad
- unreliable claims
- manipulate media to deceive, defraud or mislead others
- unavailable offers: promising products, services, or promotional offers in an ad that are unavailable or aren't easily found from the destination

Gambling

- lottery tickets (except official government lotteries)
- illegal sweepstakes - game or activity where money or other items of value are paid/wagered in exchange for opportunity to win real money or prizes, without an alternative method of entry
- casinos
- social casinos
- scratch card purchases
- online and offline gambling sites and activities
- sports betting
- horse racing
- sites where users can bet on poker, bingo, roulette or sports events

Miscellaneous

- body branding or permanent piercing or tattoo (sensitivity: appealing to minors)
- bitcoin, cryptocurrencies or related products/services
- religious
- occult
- dating - dating, dating services, dating sites
- get rich quick / multi-level marketing
- sensationalism
- negative promoted content (e.g., tabloid ads)

- astrology / esoteric
- bail bonds
- payday loans

Counterfeit goods or other improper use of trademarks

- no competitor claims
- no competitor product placement or competitor signage
- goods contain a trademark/logo identical to or substantially indistinguishable from the trademark of brand owner
- ads may not use trademarks that infringe third-party trademarks

Improper use of copyrighted content

- unauthorized use of copyrighted content
- unauthorized sites or software that capture, copy or provide access to copyrighted content
- sites or apps that facilitate unauthorized offline distribution of copyrighted content

Clickbait and other abuse of the ad network - ads, content, methods, processes or destinations that attempt to trick or circumvent ad review processes

- ads containing code, scripts, links, content, tags (or other tracking technology), or agents (“Code”) that may harm a person, personal information, computer or device including without limitation:
 - virus, malware, ransomware, keyloggers, spyware, time bombs, locks or any other harmful, disabling, malicious or unwanted Code
 - Code capable of halting, locking, impairing, erasing, altering, copying, or executing unapproved activities of a user’s computer or device
 - Code capable of reading, encrypting, locking (or otherwise making unusable or inaccessible), erasing, altering, copying or transferring personal information or data without conspicuous notice or express consent
- making changes to user’s systems or devices without consent
- circumventing user’s security or privacy controls
- gaming or manipulating settings to circumvent ad policy review
- evasive ad content, cloaking, or manipulating ad components to evade ad policies, review or enforcement process
- submitting false information regarding the content, experience, functionality or code (including tags or other tracking technology) of an ad
- unapproved tracking sites

III. Additional Requirements

- Advertisers and ads (and content and practices thereto), including without limitation personalized & retargeting advertising, must comply with the following:
 - all Federal, state, and local laws, rules and regulations including:
 - FTC rules, regulations, guidelines, reports and guidance
 - S. OFAC trade sanctions and export regulations
 - ads do not target embargoed countries
 - ads are not run on behalf of business located in embargoed countries
 - ads are not run by or on behalf of entities or individuals that are restricted under applicable trade sanctions and regulations
 - ads may not promote products or services which are illegal or banned in the U.S.
 - Best Buy's then-current Privacy Policy
 - Best Buy's then-current Disintermediation Policy
 - Best Buy's then-current Demand Side Platform(s) terms, policies, rules, guidelines and restrictions (including without limitation Google Advertising Policies found at <https://support.google.com/adspolicy/answer/6008942?hl=en>)).
 - Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less, Version 3.0,
 - Digital Advertising Alliance (“DAA”) Self-Regulatory Program for Online Behavioral Advertising including:
 - providing consumers with the ability to opt out of behaviorally-targeted ads as required by the DAA Program; and
 - ensure DAA AdChoices logo is made part of its Ad content and associated link is properly functioning.
 - Advertisers and ads must comply, and cooperate with, Best Buy's compliance with state and Federal privacy laws, rules and regulations (including without limitation compliance with California Consumer Privacy Act and its regulations and successors)
 - onsite [bestbuy.com](https://www.bestbuy.com) or in-app: BBY's privacy policies and rules
 - offsite: publisher's privacy policies and rules
 - Advertiser will not use, or collect, any sensitive personal information (as defined by Best Buy or federal, state or local law, rule or regulation) in connection with its ads.
 - Advertiser will not use any “Flash Cookies”, “Locally Stored Objects”, or device fingerprints in connection with any ad. In no event will advertiser use Flash Cookies, Locally Stored Objects, device fingerprint or any other mechanism for the purpose of circumventing any user privacy or security controls or settings.
 - For programmatic inventory, additional prohibitions apply.