

zanox Code of Conduct

Publisher

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1 Introduction

ZANOX.de AG (hereinafter referred to as "zanox") operates and manages a network on the Internet, via which suppliers of goods and services can advertise, particularly by way of affiliate marketing ("zanox Network"). Participants in the zanox network are advertisers, publishers and zanox. Advertisers market their goods and services with ad media, such as banners, product data, text links, e-mails and videos. Publishers link the advertiser's ad media to a homepage/website operated by them, in an e-mail or in their own network ("advertising space"). If an end customer clicks an ad medium, he will be forwarded to the advertiser's website, for example, and should this subsequently result in a business transaction, the advertising is successful and the publisher receives a previously arranged commission from zanox.

zanox therefore provides the advertisers and publishers with a framework, in which the latter is able to generate the greatest possible added value for both parties. At the same time, this framework should ensure that the risk, of a financial or legal nature, inherent in the system can be minimised and, where possible, eliminated and that this added value is provided based on mutual requirements for quality and reliability.

As an explanation, extension and specification of zanox conditions for participation and the relevant additional programme-specific conditions for participation, the zanox Code of Conduct is part of the aforementioned framework, in which the participants can operate within the network.

The aim for a clear boundary between permitted and prohibited activities.

In so doing, zanox essentially distinguishes between two forms of advertising activity that should be kept distinct from one another:

- "Activities requiring approval", which owing to their content, their form, quality or special legal requirements cannot be deemed to be "desirable" from the outset, though may be placed with appropriate agreements between the advertiser and publisher in the standard business terms and a legally compliant basis.
Such activities shall be deemed to be prohibited unless an additional agreement, which permits the particular advertising activities and describes such activity exactly, has been signed between the advertiser and the publisher and is available to zanox in writing.
- "Prohibited activities" are all advertising activities that due to their content, form or the underlying methods are not commensurate with zanox's requirement for quality and transparency or breach applicable legislation or zanox's standard business terms. Prohibited activities shall continue to be inadmissible in the zanox network, even if they have been explicitly approved or permitted by a participant in a specific case.

Adherence to the Code of Conduct shall be monitored and assured by the zanox NetworkWatch team. The zanox NetworkWatch shall employ various technical methods in order to identify and prevent breaches at an early stage.

2 Freedom of contract

zanox always works on the principle of freedom of contract. Advertisers are therefore free to allow advertising activities that deviate from the standard business terms unless they are prohibited activities (see Item 6 Prohibited activities).

To avoid unjustified suspensions and payment stoppages, zanox must have such approvals in writing. zanox must have the approval of activities requiring approval before any specific advertising activities are undertaken. The NetworkWatch team checks that the approvals comply with zanox's conditions for participation and this Code of Conduct.

2.1 Agreement on the zanox user interface

The zanox user interface already offers the publisher the opportunity to declare advertising activities that are different for part of the activities requiring approval. This is carried out when the application is made for the specific partner programme. The advertiser agrees to the activities that are different by accepting the application to the partner programme.

This is, for example, the content definition using ICRA filter criteria and special models, such as bonus payments or adware.

2.2 zanox GAP

zanox, with its GAP ("Global Alliance Partner") model provides a basis for an agreement for the participant networks and similar models. Additionally, several of the activities requiring approval and the conditions linked therein can be mapped without any difficulty and identified in the zanox user interface.

2.3 Other approvals

For activities that cannot be declared via the zanox user interface or a GAP agreement, the advertiser has to permit zanox or a specified publisher certain advertising activities by way of an additional written agreement.

The approval has to contain the following information:

- The publisher's complete contact details
- Publisher's user name
- Publisher's advertising space
- The advertiser's complete contact data
- Programme concerned
- Term of the agreement
- Exact description of the permitted deviations and conditions for acceptance
- Signature of the publisher or a representative authorised to sign
- Signature of the advertiser or a representative authorised to sign

In the appendix under 7.1 zanox offers a template for possible agreements.

3 Compliance

3.1 zanox NetworkWatch

Through its NetworkWatch Team zanox provides an internal compliance department that independently determines and supports the key account managers, advertisers and publishers with the settlement of complaints.

To complete its tasks the team has a great variety of technical analysis options and penalties available to it to identify and prevent breaches early on.

3.1.1 Principles of NetworkWatch's work

The zanox NetworkWatch team has an obligation to adhere to the Code of Conduct and the relevant conditions for participation of the network and the programmes.

If zanox's NetworkWatch Team does not have written approval for a different advertising activity, it has to be assumed that this is not permitted.

In the event of complaints against current business activities, in particular, the interests are considered, to ensure that reasonable account is taken of both the desire of the complainant to have the activity curtailed and the justified commercial interests of the particular publisher.

The zanox NetworkWatch team is obliged to investigate all complaints in order to resolve any possible disruptions as quickly as possible.

3.1.2 Co-operation with law enforcement agencies

zanox NetworkWatch is, alongside the legal department, the definitive contact for enquiries from investigative authorities.

3.2 Penalties

The NetworkWatch team has various reaction options and penalties available to it to enforce the Code of Conduct and conditions for participation.

Publishers shall always be informed about the pending penalties by e-mail and shall be given the opportunity to respond within a reasonable timeframe.

3.2.1 Warnings

A warning is generally issued in the event of less serious breaches, where the publisher or advertiser is urged to rectify a breach or, in the case of activities requiring approval, to produce an appropriate written agreement as quickly as possible.

3.2.2 Payment stop orders

Payment stop orders are generally imposed, if publishers come to light with minor breaches; these fail to be curtailed after an appropriate warning nor are legitimised through the production of a suitable

agreement by the particular advertiser. The payment stop order shall be lifted immediately if the matter is resolved in this way.

3.2.3 Account suspensions

An account is generally stopped in the event of serious breaches, or if this is necessary in light of the nature of the breach to avert possible dangers or to eliminate the breach.

3.2.4 Contractual notice of termination

A contractual notice of termination shall be served where the zanox NetworkWatch team does not see sufficient potential for a partnership based on zanox's conditions for participation and Code of Conduct, and there have been repeated warnings or the overall situation is such that it would be intolerable for zanox to continue with the co-operation. In such case the remaining balance due shall be paid out. In specific cases the publisher shall also be prohibited from re-registering with the zanox network ("network ban").

3.2.5 Network ban

In the event of a termination or where a final stop has been placed on an account, a network ban shall always also be imposed on the publisher.

The effect of this shall be to prohibit the publisher from re-registering with zanox. If, in spite of this, the publisher does re-register, the account shall be suspended immediately and in such cases the publisher shall not be entitled to any payment.

3.2.6 Cancelling transactions

Transactions that are made as a result of prohibited activities by breaching the standard business terms or this Code of Conduct or by some other illegal means may also be cancelled by zanox after confirmation by the advertiser.

3.2.7 Contract penalties

In the event of serious breaches, the publisher shall suffer a contract penalty based on zanox's conditions of participation. This means the forfeiture of the balance of the particular publisher account.

3.2.8 Civil and criminal prosecution

zanox reserves the right to inform law enforcement authorities for any member breaches of the code of conduct.

4 Requirements for publishers

Alongside the requirements resulting from the conditions for participation and separate agreements that may exist with the advertisers, zanox assumes that a publisher has to meet the following requirements to comply with the Code of Conduct.

4.1 Proof of identify and authority to represent the company

The publisher shall provide the zanox NetworkWatch team with documents promptly upon request that prove the latter's identity and authority to represent the company mentioned in the account.

4.2 Notice & Take Down Policy

The publisher is obliged to introduce a "notice and take down policy" for all breaches against the conditions for participation and/or applicable legislation. Details are regulated in Appendix 7.4.

4.3 Responsibility for third-party advertising services

If the publisher's advertising activities are carried out by third parties or as part of a co-operation with third parties, the publisher has to provide zanox with a guarantee that the zanox conditions for participation, the advertiser's particular programme-specific conditions for participation and zanox's Code of Conduct are implemented by his partners. The publisher shall be responsible for misconduct by its partners.

5 Activities requiring approval

Activities requiring approval are forms of advertising activity that significantly deviate from the understanding of affiliate marketing, or which as a result of their special qualitative situation or legal peculiarities are not immediately desirable.

If zanox does not have any such agreement, the divergent advertising activities shall be deemed not to be permitted. Depending on the nature, urgency and severity of the case, NetworkWatch shall either work towards an approval or prohibit the activities.

5.1 Special website concepts

These are websites that go beyond the publisher's concept as a content provider.

The publisher saves the exact description of his particular website concepts in the zanox user interface as an advertising space description and the advertiser can agree to the particular concept by accepting the application to the partner programme.

In the event of the following concepts, in particular, a partnership shall only be permitted with such explicit statement.

5.1.1 File sharing

Any website whose main purpose is to enable users to download or exchange data free of charge, in particular music data, games, films and software applications.

5.1.2 Pages with unchecked third-party content

Pages that contain third-party content, such as articles, comments or dynamic third-party content, such as RSS feeds and whose publications are not subject to any editorial lectorship or moderation by the publisher.

5.1.3 Pages with checked third-party content

Pages that contain third-party content, such as articles, comments or dynamic third-party content, such as RSS feeds and whose publications are subject to editorial proofing or moderation by the publisher.

5.2 Particular types of content

Advertisers generally have very specific ideas of how a reasonable environment should appear for their ad media and the types of content they would not like to be associated with. Specification of the website's content using the ICRA filter criteria is therefore imperative for many programme applications.

5.2.1 ICRA filter criteria

The ICRA filter is an opportunity for advertisers to exclude certain website content from the application to the partner programme. Publishers have the option of setting up the filter separately for every regis-

tered advertising space and thereby distancing themselves from the listed content. The details about the ICRA filters must be up-to-date and truthful. The inclusion of content from which the publisher has distanced himself in their application for a specific partner programme represents a serious breach.

The relevant content categories based on the ICRA filter current for zanox can be found in the Appendix under 7.2.

5.3 Special business models

Certain business models that can be mapped using the zanox platform entail more stringent legal requirements or have significant qualitative differences from regular affiliate marketing due to the way they are processed. For this reason the following activities, in particular, are only possible with relevant agreements with the advertisers.

5.3.1 Offline marketing

Even though it is technically possible to map offline sales activities using the zanox PRM technical platform, this is not permitted without the advertiser's consent.

These include the following:

- Sales via in and outbound call centres
- Sales in shops
- Street trading
- Door-to-door selling
- Sale or resale of goods and services via the zanox advertising media using trading platforms, such as e-bay.
- Any form of sale where the publisher or another third party concludes the transaction on behalf of the customer

In granting consent the advertiser has to ensure that the publisher is aware of all the relevant requirements and specifications for their chosen sales channel. zanox is not responsible for advertising activities by the publisher in offline sales.

5.3.2 Incentivised clicks

The user receives a reward or incentive for any clicks made on ad media. These are generally bonus payments or bonus points calculated on the turnover that may be subsequently redeemed for goods or as cash payments.

Typical forms offered as a consideration for the click include are, for example:

- Action clicks (click is necessary to use other functionalities)
- Sending SMS
- Participation in competitions
- Bonus points on an account that may be redeemed for goods or cash payments when a specific number of points is reached (e.g. paid mail systems with and without the need to click)

5.3.3 Incentivised free offers

The users receive a reward or incentive for free-of-charge transactions or transactions with no commitment, such as registrations to newsletters, requests for offers or memberships. These are generally bonus payments or bonus points calculated on the turnover that may be subsequently redeemed for goods or cash payments.

Typical forms offered as a consideration for the transactions are for example:

- Transaction is a requirement for using other offered functionalities
- Sending SMS
- Participation in competitions
- Bonus points on an account that may be redeemed for goods or cash payments when a specific number of points is reached (e.g. paid mail systems with and without the need to click)

5.3.4 Bonus and redemption systems

The users receive a reward or incentive for purchases or orders subject to a fee or commitment. These are generally repayments or bonus points calculated on the turnover that may be redeemed for goods or as cash payments.

5.3.5 Third party networks, GAP publishers

If a network appears as a publisher or advertising activities are mapped by third parties via a zanox partnership, in particular sub-publishers, then a partnership is only possible with the advertisers with an appropriate agreement.

The publisher is responsible for ensuring that the inventory offered on his network (advertising space, advertising activities) meets the requirements of the zanox Code of Conduct and zanox's standard business terms.

This particularly applies to:

- Affiliate networks
- Layer networks
- Traffic brokers

zanox offers the GAP model for this type of co-operation.

5.4 Special online advertising formats

There are a great many options for online advertising and in several areas these produce forms of advertising that differ from traditional affiliate marketing in the type and quality of the traffic supplied. Therefore the following forms of advertising, in particular, are only possible with the advertiser's consent.

5.4.1 Passive ad media contacts (layer, in ads etc.)

The advertising service through passive ad media contacts as a basis for entitlement to commissions, such as for layers, pop-ups, pop-unders, in ads and similar forms of advertising, in particular, are not permitted without the advertiser's consent (see. Appendix 7.3.2).

5.4.2 Adware

By adware is understood "Advertising supported software", ie software that is supported through integrated or advertising supplied or financed as part of a package. That includes all software that plays back, displays or downloads advertising from the Internet after the software has been installed or while the software is being executed.

This includes

- Desktop applications
Software applications that are downloaded onto a user's computer from the web and usually provide a product or a service, e.g. instant chat, chat services, emoticons and tools. Desktop applications are often offered in exchange for or as a download vehicle for adware.
- Toolbars
A toolbar is a window whose buttons represent tools, menu functions or operations. The toolbar can either be placed above or at the side of the window frame or it can "glide" and be positioned anywhere on the user's desktop. Downloadable toolbars include or often facilitate the delivery of advertising messages.

If this software infringes the rights of third parties, either through additional functions or unfair de/installation methods, there shall no longer be any basis for co-operation with zanox. Further information can be found in this document under point 6.4.3 Spyware/malware .

The target page that a user would like to reach may not be altered in any way by adware. If a user calls a page directly (e.g. by manual entry by the user or the user clicking a link), changing or diverting the call shall only be permitted if user agrees to this process after the call.

The use of adware should be disclosed to zanox and the advertisers. This also has to include the functionality and distinction from spyware/malware.

5.4.3 SEM, sponsored search results etc.

Search engine marketing, keyword buying and similar advertising activities require approval.

5.4.4 Use of the advertiser's legally protected terms

The use of the advertiser's trademarks and URL is not permitted without prior explicit approval—with the exception of the ad media provided.

This particularly applies to:

- Any form of keyword buying
- Meta tags
- Use in text links

6 Prohibited activities

The following activities are breaches against zanox's standard business terms, conditions for participation in our partner programmes, applicable legislation and standard business practices in affiliate marketing and are never permitted, even if the advertiser has have given his consent.

6.1 Illegal content

6.1.1 Illegal content according to applicable laws

Any content that infringes applicable law is absolutely prohibited.

This also applies to international publishers with international target groups.

6.1.2 FSK 18 content

Content that may not be accessed by young people under 18 years of age in Germany is strictly prohibited. This applies regardless of any access restrictions that may be in place based on the nationality or age of the user.

6.1.3 Gambling

All offers for prohibited gambling as defined by Articles 284 *et seq.* of the German Penal Code (StGB) are forbidden. This applies regardless of any access restrictions that may be in place based on the nationality or age of the user.

6.2 Misuse of ad media codes

Ad media must be used in the form in which they are supplied and changes to them is not permitted. The following activities, in particular, are not permitted:

6.2.1 Cookie spamming

It is not permitted to act on more than one simultaneous passive ad media contact per page called.

This means that no more than one cookie may be set for a passive ad media contact when a page is called, regardless of whether these cookies are set in different areas of the page, ad servers, pop-ups, pop-unders, layers or other elements loaded when the pages are called.

6.2.2 Misuse of PPC links

A PPC link may only be used to map interactive ad media contacts as a basis for entitlement to commission (see 7.3.1 Interactive ad media contact).

6.2.3 Prohibited use of indirect partnerships

Zanox offers various products that contain indirect partnerships with the relevant partner programmes. This particularly applies to product shop@, Mail@, paytip and the zanox ad server.

The tracking links provided here may only be used in the forms and environments offered by zanox.

6.3 Fraud attempts

6.3.1 Bogus websites

Registering websites in the zanox network over which the publisher has no power of disposal (not "belonging" to him) is not permitted.

6.3.2 Multi-accounting

Improper registration of several accounts in the zanox network is not permitted.

6.3.3 Lead /sale fraud

- Unauthorised conclusion of transactions in the name of third parties
- Transactions with fake data or unauthorised use of data
- Manipulation of tracking information or shop systems to simulate a transaction
- Bogus transactions with subsequent cancellations
- Bogus transactions without payment for the goods or services ordered

6.3.4 Click fraud

Any generation of clicks that do not map any conscious action by an individual user is not permitted. This particularly includes the following activities:

- Repeated manual clicks
- Use of robots or other automatic means to generate clicks
- Faking tracking information to simulate links

6.4 Legal breaches

6.4.1 National legislation

Any breach of German legislation in force is not permitted. Where publishers operate internationally, the conditions of the statutory requirements of the following countries also have to be considered:

- Registered office of the publisher
- Registered office of the advertiser
- Sales area for the programme
- Nationality of the target group for the advertising space

6.4.2 Breaches of third-party trademarks

Breaches of trademark law are not permitted. zanox shall suspend the account of the party concerned at least temporarily in the event of a justified complaint.

6.4.3 Spyware/malware

Software that is installed without prompting the user or by misleading the user and/or hides unwanted functions or even executes detrimental functions completely unnoticed in the background is forbidden.

This particularly includes functions that:

- Send the user's personal data without their knowledge or consent to the software manufacturer (call home) or to third parties
- Are used for the purpose of offering the user products directly
- Manipulate or delete data and files
- Circumvent or technically compromise security software and other security measures (firewalls, anti-virus software etc.)
- Render a deinstallation of the software difficult or impossible or
- Intend to cause damage or allow criminal aims to be pursued by some other means.

6.4.4 Spam

Any form of spam, especially in e-mails, fora entries, guest books and blogs, is not permitted.

The publishers are not permitted to send unsolicited e-mails with commercial advertising to third parties and to integrate URL codes from zanox in e-mails, unless the recipient has given his consent prior to the receiving the first e-mail. The publisher has to ensure prior to any dispatch that the particular recipient agrees to receiving such e-mail and that such consent be submitted to zanox in writing upon request.

Where ad media are used in fora, blog or guest book entries, the consent of the service provider must firstly be obtained and be submitted to zanox in writing upon request.

6.4.5 Circulation to unauthorised third parties

Any use of ad media outside a registered and approved advertising space or the zanox network is entirely inadmissible. This also includes circulation to third parties.

7 Appendices

7.1 Agreement template

Agreement
on advertising activities requiring approval
within the zanox network

Between

("Advertiser")

and

ZANOX.de AG

Stralauer Allee 2

10245 Berlin, Germany

("zanox")

exits a contract for services in the field of affiliate marketing. To assure the quality of the network, zanox has, in addition to the standard business terms for publishers, also prepared a Code of Conduct that specifies in greater detail the permitted and prohibited advertising practices of advertising partners.

The advertiser is free within the scope of the Code of Conduct to grant general approval (to all publishers) or special approval (to specific publishers) for 'advertising activities requiring approval' as part of the Item 5 of the Code of Conduct.

This approval is designed to give the advertiser the possibility to control the advertising activities of partners beyond the zanox user interface.

This agreement must be declared to zanox that it places in relation to the publishers and includes in the monitoring of the latter's advertising activities. The rest is regulated by the Code of Conduct.

The advertiser herewith irrevocably approves by way of

() general

() special (all publishers given with user names)

permission to advertise his goods and/or services in the following programmes:

() _____

() _____

for the following advertising activities requiring approval:

1. _____

2. _____

3. _____

Approval is granted under the following conditions:

Cancellation must be made in writing to zanox in every case 5 days before the intended commencement date.

, date

Stamp, signature

For the advertiser

7.2 ICRA filter

The ICRA filter used by zanox enables it to distance itself from the following categories of content:

- Chat
- Chat - solely moderately, suitable for children and young people
- Use of language – sexual language
- Use of language – ribald use of language or blasphemy
- Use of language – moderate expletives
- Portrayals of nudity and sexual content – erections or detailed representations of female genitalia.
- Portrayal of nudity and sexual content – male genitalia
- Portrayal of nudity and sexual content – female genitalia
- Portrayal of nudity and sexual content – female breasts
- Portrayal of nudity and sexual content – exposed bottom
- Portrayal of nudity and sexual content – visible sexual act
- Portrayal of nudity and sexual content – veiled representation of or implicit sexual act
- Portrayal of nudity and sexual content – visible contact with sexual organs
- Portrayal of nudity and sexual content – passionate kissing
- Other subject matter - tobacco products depicted in a positive light
- Other subject matter - alcohol products depicted in a positive light
- Other subject matter - drugs depicted in a positive light
- Other subject matter - gambling
- Other subject matter - weapons depicted in a positive light
- Other subject matter – appeal to discriminate against or for the use of violence against people
- Other subject matter - content that can set a bad example to children
- Other subject matter – content that could be harmful to children
- Other subject matter – sexual violence/rape
- Portrayal of violence – blood and bloodshed involving people
- Portrayal violence – blood and bloodshed involving animals
- Portrayal of violence- blood and bloodshed, involving imaginary figures (including animations)
- Portrayal of violence – killing of people
- Portrayal of violence – killing of animals
- Portrayal of violence – killing of imaginary figures (including animations)
- Portrayal of violence - deliberate injury of people
- Portrayal of violence - deliberate injury of animals
- Portrayal of violence - deliberate injury of imaginary figures (including animations)
- Portrayal of violence - deliberate damage to property

7.3 Definitions of ad media contacts

7.3.1 Interactive ad media contact

There is an interactive ad media contact if the user deliberately or intentionally interacts with an ad medium. This can be clicking a banner, the use of animation or opening a page peel.

Closing or other form of hiding, removing or reducing ad media is not an interactive ad media contact. Equally accidental interactions, such as automatically enlarging an ad medium during a mouse-over, are not interactive ad media contacts.

7.3.2 Passive ad media contact

A passive ad media contact is where a claim is made for a chargeable advertising service without the user being aware or consciously interacting with an ad medium.

Examples of passive ad media contacts are:

- All types of display advertising
- Layer advertising
- Pop-ups
- Pop-unders

For a passive ad media contact to justify entitlement to commission, it has to meet various requirements in terms of size of the ad medium, display time, one contact policy, the visibility and validity of the tracking solution employed. The requirements are detailed in the following.

7.3.3 Size requirements

The size and type of ad medium is not significant for an interactive ad media contact, as the contact is made consciously by the user.

There can only be a passive ad media contact if the ad medium meets the following minimum sizes of the IAB standard:

- Banner & buttons from half banners (234x60) upwards
- All rectangle & pop-up formats
- All skyscraper formats

7.3.4 Rotations

If an interactive ad media contact results from a rotation this will only justify entitlement to commission for the special ad media interacted with.

There can only be an ad media contact if the corresponding ad media is displayed for at least 15 seconds. A basis for a tracking and an entitlement to commission shall result only for ad media that have actually been displayed and not for all ad media contained in the rotation.

The rotation therefore has to ensure technically that cookies are only set for ad media actually displayed.

7.3.5 Visible Area

The validity of an interactive ad media contact is not dependent upon placing the ad medium in a visible area of the advertising space.

A passive ad media contact can only result if the corresponding ad medium appears in the immediately visible area of the advertising space.

Based on the currently most widespread monitor resolution of 1024x768 zanoX views the top left 955x600 pixel of advertising space as the visible area of advertising space.

7.3.6 One contact policy

It is not permitted to act on more than one simultaneous passive ad media contact per page called. This means, in particular, that for a page called not more than one cookie may be set for a passive ad media contact, regardless of whether these cookies are placed in different areas of the page, pop-ups, pop-uppers or layers.

7.3.7 Permitted tracking solutions for passive ad media contacts

A passive ad media contact may always only be mapped through the zanoX TPV links. The corresponding links are provided to the publisher on request and where there is an agreement in place with the advertiser.

7.4 Notice & Take Down Policy

The publisher is obliged through his participation in the zanoX network to comply with the zanoX Notice & Take Down Policy ("N&T"). This policy should ensure that the standard business terms and Code of Conduct are adhered to and implemented, on the hand, though, on the other, that the publisher is protected from unjustified suspension and claims.

Until now in cases where a publisher undertakes advertising activities requiring approval or prohibited activities, the publisher account has been immediately suspended and the matter investigated. A suspension is detrimental to all parties concerned, particularly if it emerges during the course of the investigations that the suspension was unjustified.

To avoid loss of earnings by the publishers as far as possible, the publishers undertake, upon first being contacted by zanoX or by an authorised third party, to remove the specifically designated advertising measure immediately and to suspend such activity until compliance with zanoX's standard business terms and Code of Conduct can be clarified. In return there shall be no temporary suspension of the publisher account except in the case of the advertising activities requiring approval. The publisher shall be given the opportunity within 14 days of the initial contact to submit the appropriate approval or to demonstrate that the specific advertising measure was not an activity requiring approval or an activity without approval. In this case the matter is settled.

If in publisher is unable to provide any approval within the aforementioned timeframe or is unable to prove or demonstrate that this was not an activity requiring approval, the publisher account shall be suspended immediately. The procedure in this case shall be based on 3.