Advertising Content Guidelines

The following advertising content guidelines apply to all advertising displayed via TiVo’s products and services. Notwithstanding this guidance, all advertising is subject to the prior approval of TiVo, and TiVo may, for any reason or for no reason, without restriction or liability and in TiVo’s sole discretion, refuse to distribute any advertising content, including but not limited to content which TiVo in its sole discretion determines is illegal, unsatisfactory, unsuitable, or contrary to the public interest for any reason whatsoever.

I. Adult Products/Services and Nudity

*TiVo does not accept* video, audio or graphic advertising for adult products (films, magazines, websites, sex toys, etc.), publications or services. *TiVo also does not accept* advertisements that contain sexual or excretory activities, depict total or partial nudity, or are, in whole or in part, obscene, vulgar, repulsive or offensive.

II. Alcohol and Tobacco

**Alcohol**

Advertisements for alcoholic products may not:

- employ any symbol, language, music, gesture, entertainment figure, group or character that is intended to appeal primarily to persons below the legal purchase age
- portray, encourage or condone drunk driving
- depict situations where alcohol is consumed in excess
- portray persons in a state of intoxication
- refer to any intoxicating effect that the product may produce
- associate or portray alcohol during before or during activities that require a high degree of alertness or coordination.
- portray or encourage the use of alcohol products by persons who are, or appear to be, below the legal drinking age

**Tobacco**

*TiVo does not accept* advertising for cigarettes, little cigars, smokeless tobacco, electronic cigarettes/inhalers, vapor or vaping products, chewing tobacco, snuff tobacco, or products that promote smoking or tobacco use.

III. Financial & Banking; Loan Products
All advertising for financial services, banking services, stocks, bonds, brokerages, or trading services must comply with applicable laws, including federal and state securities laws. The advertising of tips and other items that may constitute insider information on a particular stock or commodity is not permitted. Advertisements may not predict or project performance, imply that past performance will recur, or make any exaggerated or unwarranted claims or forecasts.

IV. Direct Response

All advertisements must conform to applicable FTC Guidelines. All claims must be supported with adequate substantiation.

V. Religious Organizations, Issues or Causes

TiVo does not accept the following forms of religious advertising:

- Advertising that states (or implies) superiority/exclusivity
- Advertising that is disparaging to another religion
- Advertising that proselytizes sectarian doctrine or dogma
- Advertising that solicits funds
- Advertising that uses religious imagery

VI. Dietary or Nutritional Supplements & Homeopathic Remedies

Any health claims made in connection with advertising for dietary supplements (herbs, botanicals, vitamins, minerals, amino acids, etc.) and homeopathic remedies must comply with all federal, state, and local laws and regulations. Unsubstantiated or fraudulent health claims are prohibited. All claims must be supported by competent and reliable scientific evidence such as tests, analyses, or research studies based on the expertise of professionals in the relevant area conducted and evaluated in an objective manner by qualified persons and using generally accepted procedures to yield accurate and reliable results.

VII. Firearms, Weapons, Ammunition and Fireworks

TiVo does not accept the following types of advertisements:

- Those containing weapons (e.g., firearms, crossbows)
- Those offering free firearms, with or without the purchase of other items
- Those promoting gun shows
- Those for stores or retail establishments that sell guns as the majority of their business
- Those promoting the sale of fireworks
- Those promoting the sale of ammunition
Those promoting the sale of pepper spray

VIII. Illicit Drugs and Drug Paraphernalia

Advertising for illegal drugs, including medical and recreational marijuana, habit-forming drugs, drug-paraphernalia or retail establishments that promote or sell these products is prohibited.

IX. Hate Speech and Personal Attacks

Advertising that insults, defames, demeans or threatens an individual or groups of individuals based on race, sex, national origin, religious affiliation, age or sexual orientation is expressly prohibited.

X. Political/Issue Advertising

All political advertisements must disclose the party who paid for the advertisement in a prominent fashion. Any issue advertising that refers to any federal candidate or solicits contributions must disclose whether the advertisement was authorized by a candidate. Grossly offensive content is prohibited.

XI. Solicitation of Funds and Charitable Organizations

Advertisements seeking donations or soliciting funds are permitted only if the organization seeking donations is a registered 501(c)(3) organization and donations are tied to a charitable cause.

XII. Pharmaceuticals/Prescription Drugs

All “Direct to Consumer” prescription drug advertising must comply with all applicable FDA regulations, guidelines and standards for such advertising. Prescription drugs may only be advertised for uses approved by the FDA.

XIII. 900 Numbers and Miscellaneous Services

900 Numbers

Advertisements for transactions via telephone must comply with the following:

- All charges per use as well as the cost of any products or special services must be clearly disclosed.
- Sponsorship identification must be clear and conspicuous. The sponsor’s business address or business phone number or website must be disclosed.
- The underlying information or telephone programming must not contain false or misleading information.
- The ad must not be sexual in nature.

Chatlines/Dating Services

Advertisements for such services are permitted subject to the following:

- Advertisements for sexually-themed personal services are prohibited.
Advertisements must contain disclosure that charges will be incurred.

Advertisements must contain a sponsorship tag.

Advertisements for such services must contain a statement that such services are for adults “18 or older”; and disclose all material terms, specifically fees.

Psychic Services/Astrology/Horoscopes

All advertising for astrology, character reading, fortune telling, mind reading, numerology, occultism, palm reading, phrenology, psychic services, horoscopes, and other related services must clearly state and disclaim in the advertisement that the service is for entertainment purposes only.

XIV. Children’s Advertising

Advertising primarily directed towards children under the age of 13 shall comply with any restrictions or requirements, including those applicable to interactive functionality and online data collection, as provided by the Children’s Television Act, the Children’s Online Privacy Protection Act, or any other applicable federal law or regulation.

XV. Sweepstakes, Contests, etc.

Lotteries

Advertising or information concerning lotteries, except for the lawful advertising of state-sponsored or sanctioned lotteries, is prohibited except for the following:

- State lottery on (a) a system located in that state, or in another state that conducts a state lottery, or (b) a system that is integrated with a cable system in a state that conducts a lottery if the system is technically unable to terminate the transmission to other states

- Lotteries or similar schemes which are lawful in the state in which it is conducted and which is conducted by a non-profit or government organization

- Gaming conducted pursuant to the Indian Gaming Regulatory Act

Other Non-Lottery Promotions:

Advertising for sweepstakes, contests and other non-lottery games of skill or chance is permitted if the promotion offers a fair opportunity for all entrants to win, does not constitute an illegal lottery, and complies with all applicable federal and state laws.

XVI. Gambling (e.g., Horse Racing, Online Gaming, Casinos)

Advertisements for any publication, “tip sheet,” electronic, or mechanical device whose primary purpose is the giving of odds or promotion of betting are unacceptable. Advertising for the following is acceptable provided such advertising complies with federal, state and local laws:
Advertisements for casinos or for hotels and resorts that have casino facilities

Advertisements for sports betting facilities and online sports betting services

Advertisements for online horse racing services that are duly licensed to conduct online horse racing services by the states in which they are located

Advertisements for online gaming services that are operated by owners of US based brick and mortar casinos (and/or the affiliates of such casino owners) that are duly licensed to conduct online gaming services by the states in which they are located

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