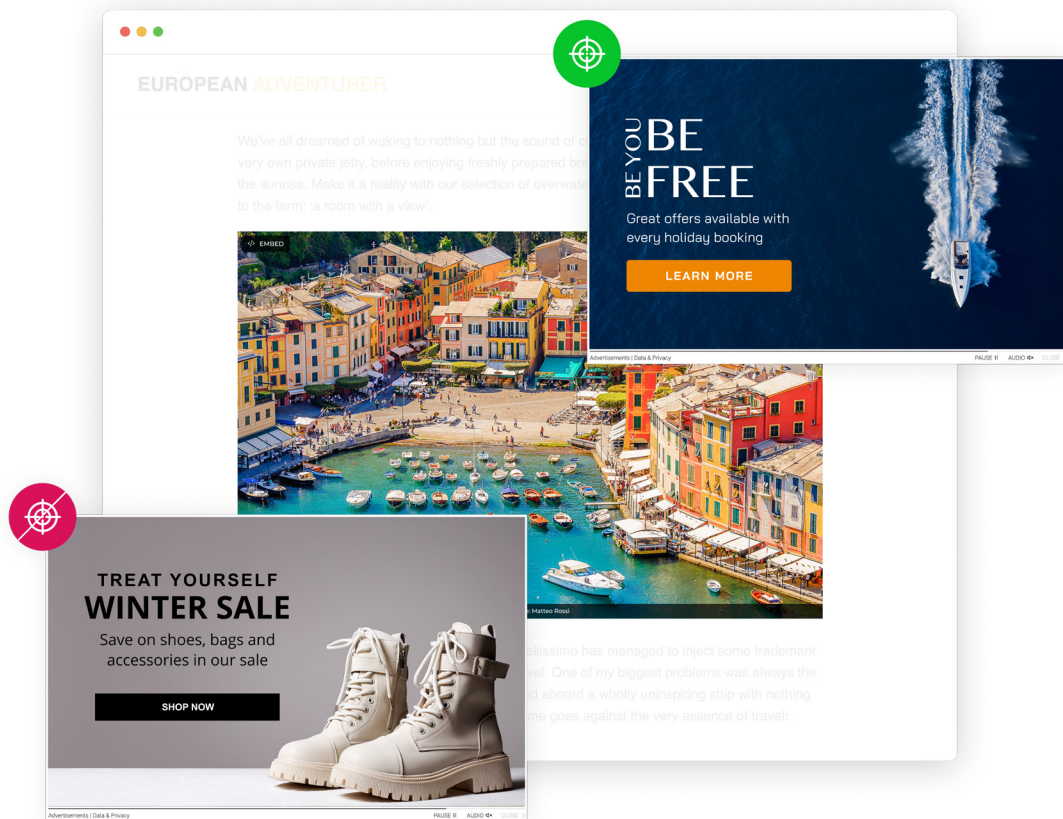


# Ad takedown policy



Should an ad be displayed on a page deemed to be unsuitable for any reason, we will immediately remove the page, site, or image id from ad targeting. If the issue is reported during normal working hours (Monday to Friday between 10am and 6pm), we will aim to remove the ad within two hours. The maximum SLA is the next working day.

Adjustments will then be made to make good on any shortfall of impressions (views) to that specific page, site, or image id. We will come to an agreement with the client to increase the delivery goal or provide a campaign discount based on the number of lost impressions.

Depending on the event – for example, force majeure, such as a terrorist attack, flooding, fire, or sporting accident – we may be in a position to stop any advertising outside of normal working hours once notification has been made or news stories reach the public domain.