

# Verizon Responsible Marketing Policy

At Verizon, we are defined by our values: integrity, respect, performance excellence, accountability, and social responsibility. These values guide us in all that we do and help set our expectations for suppliers and other business partners.

Marketing is one of Verizon's largest and most important investments. While the highest quality content and ability to reach our intended audiences determine our selected marketing partners, it is also important that our partners share our values and offer an environment that is safe for our brand and our customers. Verizon will be transparent in our preference for publishers, agencies, technology partners and talent who advance our mission to deliver diverse and inclusive perspectives.

This policy was developed to ensure that Verizon's values are reflected in our marketing partnerships. They make certain that our marketing investments support content creators and platforms that prioritize responsibility and accountability, and do not promote hatred, bias, disinformation, or other forms of content that are antithetical to Verizon's values.

## Applying the Policy

Verizon's marketing assets may only be created and placed in environments that are aligned with the values of the company and safe for our brand. The following categories of content violate Verizon's standards and values, and if detected, will result in the removal of Verizon marketing investment and enforcement of any applicable penalties.

**Threats of Violence.** Threats of violence directed at individuals or groups, including public figures, including content that promotes or supports violent criminal behavior.

**Terrorism.** Content that promotes, encourages, or incites acts of terrorism, foreign or domestic. This includes content that supports or celebrates terrorist organizations, their leaders, or associated violent activities as well as content designed to recruit individuals to join terrorist organizations.

**Child Exploitation.** Content that sexualizes minors or facilitates or promotes child sexual abuse. This includes digitally-manipulated and cartoon content.

**Hate Speech and Activity.** Content of any type that incites hatred or advocates violence, intimidation, harassment, threats or defamation against a person or group based on their actual or perceived race, color, ethnicity, national origin, religion, gender, gender identity, age, veteran status, sexual orientation, immigration status, disability, health condition, disease, or political views or affiliation as well as content from groups and organizations that advocate or engage in violence and hatred against others based on the characteristics described above.

**Suicide and Self-Harm.** Content that promotes or glorifies suicide or self-harm. This includes content that encourages others to harm themselves.

**Gore and Mutilation.** Content that depicts or promotes severe bodily injury, torture or mutilation of humans or animals.

**Adult Content.** Content that features nudity, including male or female genitals or the exposed female breast including the nipple. We recognize exceptions to this rule for content with artistic, educational, political, or scientific value, and in other cases where the content was not intended to trigger sexual arousal (e.g, breastfeeding, childbirth, and protest nudity). This includes content that depicts sexual acts, or bodily fluids or functions for the purpose of sexual arousal.

**Harassment and Bullying.** Personal attacks on others, including content designed to intimidate, shame, degrade, sexually harass, or otherwise harm.

**Human Trafficking and Prostitution.** Content that facilitates sex trafficking, other forms of human trafficking, or commercial sexual activity.

**Illegal Drugs.** Depictions of illegal drug use and descriptions of how to manufacture or procure illegal drugs.

**Illegal Activity.** Content that promotes or facilitates illegal activity. This includes the distribution, purchase and sale of illegal items.

**PII and Doxing.** Content that includes sensitive personal information. This prohibition includes passwords, identification numbers, bank account information, birthdates, home or work addresses, and other commonly recognized personally identifiable information (PII).

**Privacy Invasions.** Content that promotes, facilitates, or documents the invasion of another person's legitimate expectation of privacy. This includes voyeur-style media, intimate images and video posted without consent, and threats to publicly post images for the purpose of embarrassing or harassing another.

**Non-Genuine Behavior** (Misinformation, Disinformation, and Impersonation). Content designed to or that could mislead, defraud, or otherwise harm others. This includes attempts to disenfranchise voters or otherwise maliciously interfere in elections.

**Copyright and Intellectual Property.** Content that violates a copyright, trademark, or other intellectual property right held by someone else.

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