



## Verizon's Content Policies

Verizon produces, distributes and enables access to content, including non-Verizon content, in multiple ways across a variety of devices, platforms and networks.

While the sources of content, and ways to access it, have changed over the years, we remain committed to providing tools and information to help you determine and control what is appropriate for you and your family.

## Verizon's Guiding Principles for Content

- We follow policies and procedures that protect children, safeguard the intellectual property rights of content owners, and protect the privacy and security of our customers. For example, Fios TV includes standard TV ratings and parental control tools.
- As a network provider, Verizon provides access to the Internet, and through it, to services and content that Verizon does not own, develop or control. There are numerous content management tools, such as content ratings systems and parental controls, available on the market to empower customers to evaluate the varied content on the Internet.
- Verizon respects freedom of expression and our customers' ability to freely access and disseminate the lawful content of their choosing in a manner that respects others' use of the network and that complies with the law.

## Advertising Content Guidelines

Verizon exercises, in compliance with the law, broad discretion over our choice of brands and companies that advertise on our platforms. Our advertising guidelines apply to third party advertisements that appear on Verizon-branded websites or platforms and are part of a Verizon-controlled advertising inventory.<sup>1</sup>

- Verizon may reject advertisements it believes are misleading, inaccurate or that make fraudulent or unfair competitive claims.
- Verizon may reject advertisements that are patently offensive or that violate the law (e.g. libel, copyright, trademark, right of privacy, etc.).
- Verizon may reject advertisements that: are indecent; are sexually inappropriate; support hate speech; glorify violence or abuse; are defamatory or libelous; glorify

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<sup>1</sup> AOL maintains its own Advertising Policies, Advertising Specifications, and Adap.tv/AOL One for Publishers Video Code of Conduct. See <http://advertising.aol.com/advertising-policies>; <http://advertising.aol.com/specs>; and <http://www.aolplatforms.com/adaptv-code-conduct>.

drug use and abuse (including alcohol and tobacco); or attack or ridicule an individual or group's age, national origin, race, ethnicity, religion, gender, sexual orientation or disability.

Verizon maintains an advertising review group that examines advertising for compliance with these guidelines. In addition, all advertisements must comply with applicable industry regulations as well as advertising standards adopted by associations for specific products and services, such as the Distilled Spirits Council of the United States, The Children's Advertising Review Unit of the Council of Better Business Bureaus, CTIA's Wireless Content Standards, and Federal Trade Commission Guidelines, for example.