



Advertising Standards

Guiding Principles

Digital advertising can be a powerful way to reach users through highly relevant content but we need to be mindful that certain content may be sensitive, so the below policies are intended to define both where and when certain content can or cannot appear in Mozilla ad products.

Our commitment to setting a high bar for online advertising standards is backed by a set of key pillars, aligned with Mozilla principles and guide our decisions behind who and what can be advertised on our platforms.

Key Pillars

Human Centric and Pro User

Commitment to empowering users to have agency over their personal data and be able to tailor their advertising experience accordingly. We strive to create products and content that is minimally disruptive and only interrupts the user experience when it provides value.

Transparency, Agency and Fact Based

Dedication to an internet that elevates critical thinking, reasoned argument, shared knowledge, and verifiable facts, therefore, we're committed to disincentivizing the spread of misinformation. All ads must be labeled clearly as such. Our use of information will be in a way that is transparent and benefits the user.

Security of User Data



We only collect the data necessary to understand how to further refine the user experience and continue to push improvements. Read more about our Data Privacy Principles [here](#). Our [anti-tracking](#) and data privacy practices are best in class.

Protections From Discriminatory or Predatory Advertising

In addition to compliance with the [IAB Content Taxonomy](#), we have a rigorous process to determine advertising content alignment with Mozilla's values. As our manifesto states, we are committed to an internet that promotes civil discourse, human dignity and individual expression.

Prohibited Content

This section outlines content that is not allowed under any circumstances.

Dangerous Products or Services:

We do not allow the promotion of products or services that primarily cause damage, harm, or injury. Examples include drugs and drug paraphernalia, tobacco products and accessories, weapons, ammunition and explosive materials.

Sexual Content:

We do not allow advertisements that contain sexual content. Examples of such content include hook-up dating, sex toys, strip clubs, sexually suggestive live chat, pornographic material.

Alcohol:

We do not allow advertisements for genuine or imitation alcoholic beverages. Examples of beverages prohibited under this policy include beer, wine, sake, spirits or hard alcohol, Champagne, fortified wine, non-alcoholic beer, non-alcoholic wine, and non-alcoholic distilled spirits.

Gambling and Gambling-Related Games:

Gambling-related advertisements are not permitted on Mozilla platforms. Examples of gambling-related content include physical casinos; sites where users can bet on poker, bingo, roulette, or sports events; national or private lotteries; sports odds aggregator sites; sites offering "poker-for-fun" or social casino games which offer in-app purchases; non-casino-based cash games.

Illegal Products, Services, or Practices:

Advertisers may not use Mozilla's platform to traffic in, purchase, sell, or trade goods or services that are legally restricted under applicable law, including counterfeit products.

Advertisements may not contain content that infringes upon or violates the intellectual property rights of any third party, including copyright, trademark or other legal rights.

Malicious Software:

Any product, service, or company that harms users such as by using viruses, spyware or malware, worms, trojan horses, time bombs or any other such malicious codes or instructions.

Misinformation and Deceptive Practices:

Ads that include content that has been debunked by third-party fact checkers, or can otherwise be deemed false, including conspiracy theories.

Any product, service, or company that is designed to scam or mislead people out of money or personal information. This includes the promotion of fraudulent or misleading investments, loans, jobs, charitable donations, or business opportunities.

Ads that over promise or suggest sensationalistic or unrealistic outcomes, such as those relating to weight loss or financial opportunity.

Discrimination:

Any ad that discriminates against people based on personal attributes such as race, ethnicity, color, national origin, religion, age, sex, sexual orientation, gender identity, family status, disability, medical or genetic condition.

In addition, any advertiser running ads related to credit, housing or employment in the United States must comply with applicable U.S. laws pertaining to this type of advertising.

Political Content:

Promotion of political events, parties, or candidates. Political statements and/or advocacy, explicit or implied.

Additional Categories:

Astrology, fortune telling and/or psychic services, endangered species and live animals, religion and religious content.

Restricted Content

This section outlines categories which are subject to additional policies and further review.

Healthcare:

Health and pharmaceutical products and services.

We do not allow:

- Health supplements
- Prescription, OTC, or recreational drugs, including CBD products
- Online pharmacies
- Pharmaceutical manufacturers
- Telehealth services
- Sexual and reproductive health products and services
- Cosmetic procedures and/or body modification

We do allow:

- Eyeglasses and contact lenses
- Teeth alignment services
- Health insurance
- Class I and Class II medical devices upon further review

Financial Products and Services:

For the purposes of this policy, we consider financial products and services to be those related to the investment and/or management of money and cryptocurrencies, including personalized advice.

We do not allow:

- Payday or car title loans
- Credit repair or debt management services
- Rent-a-bank loans
- Any predatory financial or lending strategies
- Get-rich-quick schemes
- Cryptocurrency
- NFTs
- Promotion of a single stock or specific investing decision

Weight Loss, Wellness, and Coaching Products and Services:

We do not allow advertisements that contain false claims or that entice the user with an improbable weight-loss result; weight loss or appetite suppressant pills and supplements; before-and-after imagery, cosmetic procedures or claims; or body shaming.

Advertising copy for coaching-focused services and other wellness and food-subscription programs should emphasize a healthy lifestyle over language that implies weight loss.

Browser Extensions:

Subject to further review by the Firefox Add-Ons team to ensure compliance with current policies. These reviews may be more extensive than those for browser extensions that appear in the Firefox Add-Ons marketplace but are not being actively promoted.

Data Privacy and Security Products:

Examples include VPN, password manager, ad blocker, antivirus, and data recovery.

Sweepstakes & Giveaways:

Partners are responsible for all legal compliance related to the sweepstakes and represent and warrant that they are compliant with all applicable rules and regulations.

Any service or product involved in the sweepstakes or giveaway must meet relevant Mozilla ad guidelines.

Landing Page, Style and Imagery Guidelines

Landing Pages

Our goal is to ensure a quality user experience end to end, which includes the handoff from Firefox to a brand's subsequent landing page. Landing page domains should be owned and operated by the brand and match the promoted product or service.

We do not allow landing pages which:

- Do not match the brand name or promoted product

- Do not share the same domain as the display URL on the ad placement

- Start automatic downloads on a user's device

- Gate content behind a paywall or email sign up, unless clearly stated in the ad copy

Force users to visit another page to access content or reveal the product
Exist solely to serve ads ('made for advertising' sites)

Language and Style

Sponsor display name must match the product or service being promoted.

Ad headlines and excerpts should be relevant to the landing pages.

Sensational language is discouraged. Language should not attempt to convince a user to take an action through urgency, fear, or shame.

Examples include “insane offer,” “outrageous savings,” “take action before it’s too late,” “you will regret missing your chance,” “you’re putting yourself at risk if you don’t do this”

No explicit language (even if censored, such as “sh*t” or “WTF”), emojis, exclamation points, or all-caps words for emphasis.

Imagery

Mozilla reserves the right to reject any ad unit or creative that we deem inappropriate or potentially offensive to our users.

Prohibited:

- Overlaid text. Logos and/or text that appears naturally (such as on a computer screen or book, or included in an image of a physical product) may be approved on a case-by-case basis.
- Images that are low-quality or fuzzy.
- Sensational, shocking, unrealistic, or misleading images.
- Nudity, implied nudity, or partial nudity. Images cannot depict models in any state of undress including swimsuits or underwear.
- Images that are exact copies of ones already in use. Even if it is a stock or general use image, we’ve found that users find this confusing and it contributes to a poor experience if the placements ever appear near one another.

These standards should be used as a guideline when developing and submitting creative and messaging assets for the purposes of advertising on any Mozilla property or placement. Mozilla reserves the right to update our advertising standards and/or refuse ads it decides are unacceptable and will not meet our users expectations.

About Our Policies

Advertisers in compliance with the advertising guidelines above shall be considered an “Approved Advertiser” only if Mozilla expressly approves such advertiser.

No set of guidelines can address every situation or issue that may arise. Accordingly, we anticipate that these guidelines will be revisited and updated from time to time. Mozilla reserves the right to refuse or remove any advertising that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to the Mozilla brand. We may also remove ads, categories of ads, or advertisers that receive negative feedback from users.

Because some of our ad products display as a prominent front door to Firefox alongside user content, Mozilla is focused on partnering with brands that are widely recognized globally or in their core markets and, to the extent possible, have an alignment with Mozilla’s environmental and/or social initiatives and values.

NOTE: Please confirm you have our most up-to-date Advertising Standards document by checking on the Mozilla Advertising website.