



# 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, Predatory, or Deceptive 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. Mozilla reserves the right, at its discretion, to restrict or reject advertisements that, while not explicitly prohibited, may conflict with these values or undermine civil discourse, human dignity, or user trust.

# Prohibited Ad Content

This section outlines ad topics (businesses and/or their respective products and services) that are not allowed on Mozilla’s platforms under any circumstances.

## **Controlled or Dangerous Products or Services:**

Mozilla does not allow the promotion of products or services that primarily cause damage, harm, or injury.

### **Guideline**

The following is a non-exhaustive list of dangerous products or services that are not allowed:

- Drugs and drug paraphernalia
- Tobacco products and accessories
- Weapons, ammunition, and explosive materials

**Note:** Commercial products with stand alone uses not related to the categories above are allowed.

- Examples:
  - Kitchen knives are allowed. Although they could also be used as a weapon, their legitimate primary use case is cooking.
  - Bongs are not allowed. Their primary use case is as an accessory for smoking.

## **Sexual products or services:**

Mozilla does not allow advertisements for products or services that are sexual in nature.

### **Guideline**

The following is a non-exhaustive list of sexual products or services that are not allowed:

- Hook-up dating sites
  - Hook-up dating sites includes ads offering to “Match with sexy singles” or “Have sex with local women”
- Sex toys
- Strip clubs (including: gentlemen’s clubs, topless clubs, etc.)
- Sexually suggestive live chat
- Pornographic material including websites and print magazines

**Note:**

1. Advertising for dating sites are allowed as long as they are not designed for immediate or online sexual gratification. This includes advertisements for legitimate dating sites that *do not* provide or directly imply sexual activity
2. Mozilla does not allow ads for prostitution, escort services, or other paid sexual services. Those policies are found under the Illegal Products and Services section.

**Alcoholic Beverages:**

Mozilla does not allow advertisements for genuine or imitation alcoholic beverages.

**Guideline**

The following beverages are prohibited under this policy include advertisements for:

- Beer
- Wine, champagne, or sake
- Spirits or hard alcohol
- Fortified wine
- Non-alcoholic beer, non-alcoholic wine, and non-alcoholic distilled spirits

**Note:** Alcohol is allowed to appear in images (ex: a wine glass on a table in a furniture advertisement) if it is not the product that is being promoted.

**Gambling:**

Mozilla does not allow gambling-related advertisements.

**Guideline**

The following examples of gambling-related content are not allowed:

- Physical casinos
- Websites where users can bet on poker, bingo, roulette, or sports events
- Private lotteries
- Sports odds aggregator sites
- Sites or apps offering "poker-for-fun" or social casino games *that offer in-app purchases*
- Non-casino-based cash games

Clarification on restricted games

Restricted game types can be thought of as three categories:

- Casino-type games that are 'free' but offer in-app purchase
- Casino-type games that allow any betting or gambling
- Non-casino-based cash games

We do allow casino-type games that appear to be free and **do not** offer in-app purchases

**Note:** While these games do exist, they are rare.

Games that have in-app purchases are allowed *as long as there is no gambling component.*

Government Sponsored Lotteries are allowed only if:

- The lottery is officially operated or licensed by a national or state government.
- The advertiser provides proof of government authorization or license.
- Ads are targeted only to jurisdictions where the lottery is legally available.

All ads must:

- Include information about how to access problem gambling resources, where required by local law.
- Include a prominent call out of the minimum age required to play (e.g., 18+ only), where required by local law.
- Avoid using visuals designed to appeal to an audience under any required minimum age.
- Avoid portraying lottery play as a financial solution or investment strategy.
- Avoid suggesting guaranteed wins or misleading odds.

**Illegal products or services:**

Mozilla does not allow advertisers to traffic in, sell, purchase, or trade goods or services that are illegal under applicable local law.

**Guideline**

**Illegal products or services under local law**

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

### **Sexual services**

Mozilla does not allow ads for sex trafficking, prostitution, erotic massages, or other paid sexual services. This includes (non-exhaustive):

- Sex trafficking including mail order brides
- Prostitution or other paid services promising or implying sexual activity
- Erotic or “happy ending” massage services

### **Counterfeit goods**

Advertisers may not use Mozilla’s platform to traffic in, purchase, sell, or trade counterfeit goods or products.

Examples:

- Products described or appearing in ad as “knock off,” “replica,” “imitation,” “clone,” “faux,” “fake,” or similar terms
- Non-authentic products that have brand name labels or logos in an attempt to appear as the authentic brand

### **Intellectual property infringements**

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.

This includes:

- Unauthorized sites or software that *advocate* for the capture, copy, or provide access to copyrighted content
- Sites or apps that *advocate* for unauthorized offline distribution of copyrighted content
- Software, sites, or tools that advocate for the removal digital rights management (DRM) technology from copyrighted content or otherwise get around the copyright

Examples (non-exhaustive list):

- Movie pirating websites or apps.
- Software used to remove watermarks or other trademarks from videos.

### **Malicious software:**

Mozilla does not allow 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.

#### **Guideline**

Any ad *suspected* to feature a product, service, or company that harms users by using viruses, spyware, malware, worms, trojan horses or other malicious code.

### **Misinformation or deceptive practices:**

Mozilla does not allow any product, service, or company that engages in misinformation, deliberately misleading claims, or deceptive business practices.

#### **Guideline**

#### **Misinformation**

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

#### **Deceptive practices**

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.

Deceptive business practices include:

- **False or misleading product or brand affiliation or endorsement:** Motivating users to provide money or information by impersonating or falsely implying affiliation with, or endorsement by, a public figure, brand, or organization; Implying affiliation with or endorsement by another organization, brand, or private citizen without their knowledge

or consent (includes claiming to have licenses or certifications that a business or service does not actually possess)

- **False or misleading product or business capabilities:** Motivating users to provide money or information through a business that lacks the qualifications or capacity to provide the advertised products or services
- **False or misleading health benefits:** False advertising of services that could endanger a user’s health, life, or safety; pretending to provide critical services that result in a delay to the user receiving treatment or medical help
- **Misrepresentation of credibility:** Sites that deceive users into revealing personal information by mimicking a trusted entity such as a government institution, healthcare provider, or bank
- **Deceptive pricing - failure to disclose cost:** Failure to clearly and openly disclose the payment model or full expense that a user must pay
  - Examples (non-exhaustive): Not exposing price, shipping costs, and other billing related information, interest rates, late payment fines or recurring subscription cost
- **Deceptive pricing - false use of “free”:** Advertising products or services as free when they actually cost money
  - Examples (non-exhaustive): Promoting apps as free when a user must pay to install the app
- **Clickbait:** Clickbait ads or sensationalist imagery or text.
  - Examples (non-exhaustive): Ads that claim to reveal secrets, scandals or other sensationalist information about the product or service being advertised; ads which use clickbait messaging such as “You won’t believe what happened,” “You’re not going to believe this” or similar to encourage the user to click to understand the full context of the ad.
  - Ads that use worrisome life events such as death, accidents, illness, or financial troubles to induce fear, guilt or other strong negative emotions to pressure the user to take immediate action.
- **Intentionally disguised ad:** Misleading ad designs that make it difficult for the user to understand they are interacting with an ad
  - Examples (non-exhaustive): Ads that resemble system or site warnings/error messages; ads that simulate messages, dialog boxes, menus, or request notifications
  - Note: Video or animated ads that use warning screens or errors to highlight product functionality are allowed. (e.g. Video ads for improved computer software)

#### Deliberately misleading or unrealistic claims

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

**Unrealistic weight loss** includes:

- Claims of unrealistic weight loss within a specific time frame or requiring little effort
  - Examples (non-exhaustive): Extreme weight loss products or programs (e.g. claim that users can eat whatever they want and lose 10lbs [~5kg] in one month.)
  - Note: Ads for prescription or over-the-counter (OTC) medicine/drugs, including supplements, are not allowed (See Healthcare section)

**Unrealistic financial opportunities or outcomes** includes:

- Unrealistic promises of large financial return with minimal risk or effort.
  - Examples (non-exhaustive): "Get rich quick" schemes; guaranteeing returns, or promising returns that are unrealistic or exaggerated for the advertised investment product; presenting investment products as risk-free or downplaying the risk of investment opportunities

Deceptive Political or Social Claims

**Deceptive political or social claims** include:

- Making claims that are demonstrably false and could significantly undermine participation or trust in an electoral or democratic process
  - Examples (non-exhaustive): Information about public voting procedures, election results, census participation, or other governmental processes that contradict official government records

**Discrimination:**

Mozilla does not allow advertisements that are discriminatory in nature.

**Guideline**

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.

Any ad discrimination in the sale, rental, and financing of dwellings and in other housing-related services because of race, color, religion, sex, national origin, familial status, or disability.

US law prohibits intentionally discriminatory practices, as well as those with an unjustified discriminatory effect.

## Political content:

Mozilla does not allow the promotion of political events, parties, or candidates or advertisements containing political statements and/or advocacy, explicit or implied.

### Guideline

The following *non-exhaustive* list is considered political content and is not allowed:

1. Promotion of political events, parties, or candidates.
2. Derogatory statements or defamation of political candidates, parties, or events, including humorous content such as memes.
3. Advocacy for specific laws, policies, or regulations (existing, proposed, or prior).
4. Political cartoons or other satire that supports or defames one side of a political argument over another.
5. Fundraising ads for political parties, candidates, or partisan issues

The following is **not** considered political content is allowed:

1. 'Register to Vote' or 'get out the vote' campaigns (or similar phrasing).
2. Charities raising money for victims of wars, refugees, or other strife as long as the advertisement does not make political endorsements or advocacy.

## Religion and religious content:

Mozilla does not allow advertisements for individual religions or religious affiliated groups. This includes all religions.

### Guideline

Advertisements for religions or religious products and services are not allowed, including:

- Advertisements to support one religious group's expansion, regular religious services, or building physical infrastructure
- Tithes, offerings, or other donations directly to a religious institution
- Calls for financial support for religious initiatives in government institutions, businesses, etc.

**Note:** Fundraising for humanitarian causes supported by charities with religious affiliation are allowed as long as the cause being supported does not overtly support a religious cause or goal

## Miscellaneous prohibited content:

Mozilla does not allow advertisements for the following miscellaneous topics.

### Guideline

Mozilla does not allow advertisements for live animals. This includes advertisements for the sale of any live animal.

#### Notes:

- Advertisements for the sale of animals themselves are prohibited, but the sale of pet products such as collars, habitats, food, or other products are allowed. For example, ads featuring a live animal in the image or video are allowed as long as the item for sale is not the animal. (e.g. Ad for a dog collar that shows the product on a live puppy.)
- Advertisements supporting pet adoption or animal shelters are allowed. This includes ads for the adoption of animals or for financial support for animal shelters.

Mozilla does not allow advertisements for astrology, fortune telling, and/or psychic services.

## Restricted Content

This section outlines ad topics (businesses and/or their respective products and services) that may be allowed depending on the specific product being advertised or the details of the way in which it is advertised.

## Healthcare:

Mozilla allows certain health and pharmaceutical products and services.

### Guideline

Mozilla does not allow advertisements related to:

- 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

- Class III medical devices (per US Food and Drug Administration guidelines - see below for details)

Mozilla allows advertisements related to:

- Eyeglasses and contact lenses
- Teeth alignment services
- Health insurance
- Class I and Class II medical devices (per US Food and Drug Administration guidelines), as long as it adheres with other Mozilla guidelines

**Note:** Medical devices must be evaluated per the US FDA classification database in order to determine the device class. Class I and Class II are allowed. Ads for Class III devices are *not allowed*.

## Financial products and services:

Mozilla allows certain financial products and services.

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

### Guideline

Mozilla does not allow financial product or services advertisements related to:

- Any predatory financial or lending strategies
  - Payday or car title loans
  - Rent-a-bank loans
  - Loans with payment terms of less than 60 days
  - Loans with interest rates higher than 36% APR
- Credit repair or debt management services
- Cryptocurrencies, crypto wallets, or speculative cryptocurrency trading
- Non-fungible tokens (NFTs)
- Promotion of a single stock or specific investing decision

**Notes:**

1. Mozilla does not allow ads for predatory lending. Payday loans, car title loans, and rent-a-bank loans are examples of these lending practices. This also includes: 1) Loans with payment terms of less than 60 days, or 2) interest rates greater than 36% APR, even if they are not classified as payday or car title loans in the ad.
2. Mozilla does not allow get-rich-quick schemes. Policies for get-rich-quick schemes are outlined in the Misinformation and Deceptive Practices section.
3. Ads for specific crypto currencies are not allowed. However the following ads are allowed:
  - a. Funds (ETFs, mutual funds, etc.) that hold cryptocurrency as an asset and are offered by verified financial institutions.
  - b. Non-crypto financial services offered by cryptocurrency companies.

### **Weight loss, wellness, and coaching products or services:**

Mozilla allows advertisements for certain types of weight loss, wellness, and coaching products and services depending on the product featured and messaging in the ad.

#### **Guideline**

Mozilla does not allow weight loss or wellness advertisements that contain:

- Medications or other supplements specifically aimed at weight loss or appetite suppressant (see Note 2 below)
- Before-and-after imagery, cosmetic procedures or claims (see Note 3)
- Body shaming

#### **Notes:**

1. Mozilla does not allow ads that make false claims or that entice the user with an improbable weight-loss result. These are covered under the Misinformation or Deceptive Practices section.
2. All supplements are prohibited by Mozilla. Non-weight loss oriented supplements are covered in the Healthcare section.
3. Cosmetic procedures such as plastic surgery or botox injections are prohibited. Policies are covered in depth in the Healthcare section.

Mozilla allows advertisements for coaching-focused services and other wellness and food-subscription programs if they:

- Emphasize a healthy lifestyle over language that implies weight loss

## **Video & Online Games:**

Mozilla allows certain types of video game advertisements depending on their themes, imagery, and monetization disclosures.

### **Guideline**

Mozilla does not allow video & online games advertisements that:

- Show graphic violence, including blood, gore, or dismemberment
- Depict realistic injury, death, or torture
- Horror games featuring explicit gore or disturbing imagery
- Depict nudity, partial nudity, or implied nudity (realistic or animated/illustrated)
- Feature sexual acts, sexualized characters, or explicit sexual themes
- Use sexually suggestive imagery or messaging to promote the game (e.g., “sexy singles,” “undress the character,” etc.)
- Gambling implying real-money winnings
- Casino-style social games with in-app purchases (e.g., virtual chips, spins)

Mozilla allows advertisements for video and online games in the following categories (this is a non-exhaustive list):

- Stylized action games with cartoonish graphics, age-appropriate themes, and labeled in-app purchases
- Contain mild or cartoon-style violence, and non-sensationalized violence
- Contain characters or storylines with romantic elements provided they are age-appropriate, non-explicit, and non-sexualized
- Puzzle games
- Games with in-app purchases, provided there is no gambling component
- Completely free casino-style games (e.g., poker, slots) if there are no in-app purchases and no gambling functionality

Mozilla requires that:

- All in-game monetization (e.g., in-app purchases, subscriptions) must be disclosed

### **Browser extensions:**

Ads for Firefox browser extensions are subject to further review by the Firefox Add-Ons team to ensure compliance with current policies.

#### **Guideline**

Ads for Mozilla Firefox browser extensions are subject to further review by the Firefox Add-Ons team.

Ads for non-Firefox browsers or browsers extensions

Ads for products from Mozilla's competitors (e.g. Google's Chrome browser) are allowed as long as they comply with other ads policies.

## **Landing Page Guidelines**

This section outlines Mozilla's requirements for ad landing pages.

### **Landing pages:**

Mozilla's goal is to ensure a quality ad 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.

#### **Guideline**

Mozilla *does not* allow landing pages which:

- Are not working or not available in the targeted location
- 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; email aggregators; websites primarily focused on collecting personal data for remarketing or other purposes
- Gate content behind a paywall or email sign up, unless clearly stated in the ad copy
- Is uniquely designed for the purposes of showing ads (Made for Ads or MFA website)
  - MFA websites are those that are those that are designed specifically and primarily for exposing users to ads rather than providing useful content

- Is uniquely designed for the purposes of routing traffic to a different page

## **Image and Language Guidelines**

This section outlines Mozilla's requirements for the contents of all images and language used in ads.

### **Images:**

Mozilla requires that images be related to the product or brand placing the ad and does not allow sexualized, sensationalized, misleading, or other inappropriate imagery. These guidelines apply to the contents of ad imagery regardless of the type of product being advertised.

#### **Guideline**

Mozilla *does not* allow sexualized images, including:

- Nudity
  - Nudity is defined as visible genitals, buttocks, female breasts, or female areolas
  - Nudity applies to real human models or animated/illustrated characters in an ad
- Partial nudity
  - This includes models wearing see-through or sheer clothing or covering body parts with arms, hands, or other objects through which breasts or genitalia are visible
- Implied nudity
  - This includes individuals who appear to be nude but are covered by ad imagery/text or other objects
- Real or implied sexual acts
  - Sexual acts include real or implied depictions of a person or people engaging in sexual activities. This includes oral sex, masturbation, dry humping, etc.

#### *Clarification on Nudity or Partial Nudity*

- Partially visible breasts are allowed if the advertisement is for breast-feeding related products or services
- Swimwear advertisements are allowed provided there is no visible nudity, partial nudity, or see-through or sheer materials showing nudity underneath

- Minors in swimwear are only allowed if the minors are accompanied by adults in the same image
- Underwear advertisements are allowed if all of the following are met:
  - All persons are adults
  - The ad is selling an underwear product (i.e. not a person in their underwear selling an unrelated product)
  - The underwear is not sheer or see-through materials that shows nudity underneath

Mozilla does not allow advertisements that include child sexual abuse materials (CSAM). This includes:

- Nudity involving minors
- Sexual trafficking or other sexual exploitation of minors

Mozilla *does not* allow images that are sensationalized, shocking, unrealistic, or misleading.

**Sensationalized or shocking images** are not allowed, including:

- Violent language, gruesome or disgusting imagery, or graphic images or accounts of physical trauma (e.g. crime scene photos)
- Intentional and gratuitous displays of bodily fluids or waste (e.g. blood, sexual fluids, human or animal waste)
- Imagery or text intended to scare or frighten (e.g. Suggesting users may be in danger, infected with a disease, or the victim of a conspiracy)

**Unrealistic or misleading images** are not allowed, including:

- AI images of humans or other creatures with exaggerated or otherwise unrealistic features (e.g. intentionally scary eyes, extra fingers, etc.)
- AI images meant to look like specific celebrities

## Language:

Mozilla does not allow explicit or sensationalized language. Sponsor display names must be in line with the product or service being advertised.

### Guideline

Mozilla *does not* allow explicit language with profane intent. This includes:

- Overt profanity (e.g. “shit”)
- Censored profanity (e.g. “sh\*t”)
- Profanity with alternate letters (e.g. “@\$\$”)
- Abbreviated or implied profanity (e.g. “WTF” or “F that”)

**Notes:**

1. Mozilla’s policy on profanity centers around *how* the explicit language is used. If explicit language is used with “profane intent” - to be shocking, lewd, or hostile - it is not allowed.
2. If language is used for the purpose of brand differentiation, it is allowed.

Mozilla *does not* allow sensationalized language or language that attempts to convince a user to take action based on urgency, fear, or shame.

Non-exhaustive examples include:

- “You will regret missing your chance”
- “You’re putting yourself at risk if you do not do this”

Mozilla *does not* allow the use of emojis that symbolize profane, lewd, or otherwise sexual subjects in ad text.

**Note:** This guideline applies to the context in which the emoji is used. The eggplant emoji (🍆) used in a recipe for the italian cuisine eggplant parmesan would be allowed. However, the eggplant emoji used beside a woman in underwear is overtly sexual and would not be allowed. Similar considerations apply to the peach emoji (🍑). Profane emojis such as the middle finger (👉) are never allowed.

Mozilla *does not* allow ad headlines that are not relevant to the associated product or landing page.

## **Ad Quality Guidelines**

This section outlines Mozilla’s requirements for the quality of the image and text used in the ad.

**Image and text quality:**

Mozilla does not allow low quality imagery or text in ads. While distinct from inappropriate or unsafe ads policies, these guidelines ensure Mozilla is providing a safe and high quality end-to-end ads experience.

**Guideline**

Mozilla *does not* allow images that are low quality or blurry. This includes:

- Blurry or out of focus images
- Pixelated images

**Note:**

1. Ads with intentionally blurry images that are used to convey the value of a product are allowed. Examples might include eye glasses or eye doctors.
2. Products that are intentionally pixelated and represent product reality (e.g. Minecraft) are allowed.

Mozilla *does not* allow low quality, blurry, or obfuscated text or text that is only partially visible in the ad. This includes:

- Blurry or out of focus text
- Pixelated text
- Text hidden behind other ad components
- Text that is not visible because it protrudes beyond a border of the ad

**Note:**

1. Ads with intentionally blurry images that are used to convey the value of a product are allowed. Examples might include eye glasses or eye doctors.