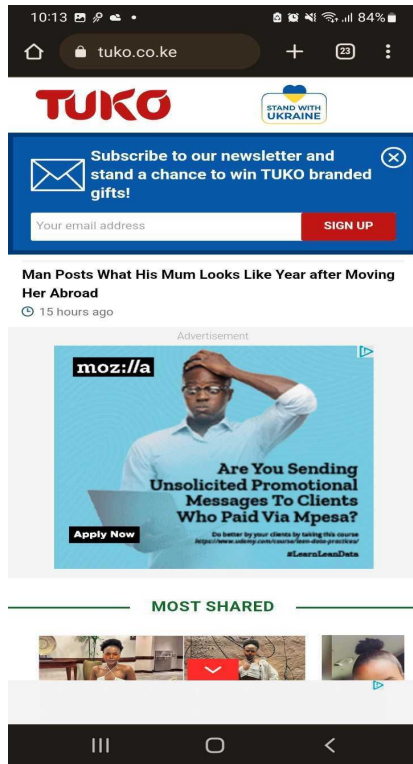


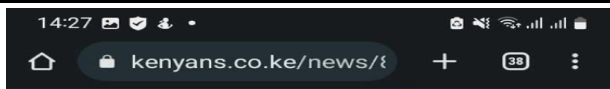
Publisher Display- Tuko
Image 1 Copy: Are you sending unsolicited Promotional Messages to
Image 2 Copy: Do better by your clients by taking



Programmatic Display - Varied Publishers and App Inventory i

Copy 1 : Do you have a Privacy Policy for your business ?

Copy 2 : Learn this and more from our data course (Certificate of completion Ava



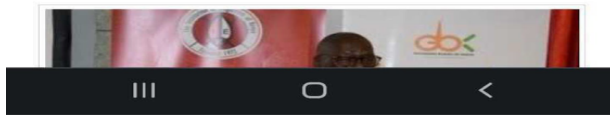
The Engineers Board of Kenya (EBK) commenced talks with financial institutions in a bid to introduce strict regulations in the mortgage industry across the country.

Speaking during a roundtable meeting on Thursday, January 11, the board's chairperson, Erastus Mwangera revealed that they were seeking to introduce various building requirements to be checked before a loan is approved.



Some of the requirements being advocated for included approved building plans.

Additionally, he stated that property developers would be required to provide details of the various qualified personnel to be involved during the construction process.



Programmatic Display

Publisher : The East African

Copy 1 : Do you have a Privacy Policy for your business ?

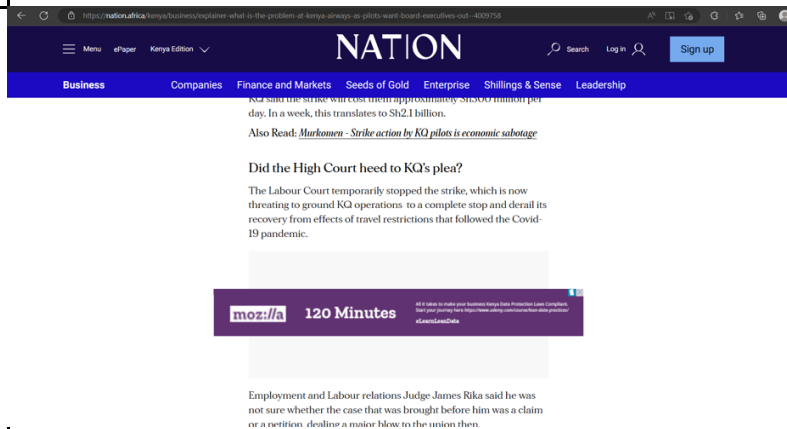
Copy 2 : Learn this and more from our Lean Data Practice Course - Certificate

The screenshot shows the top navigation bar of The East African website with categories like NEWS, BUSINESS, OPINION, etc. Below the navigation is a programmatic display advertisement for 'moz://a' with the headline 'Do you have a privacy policy for your business?' and an 'APPLY NOW' button. Below the ad is a news article titled 'Football in four letters: Global media bows to 'King' Pele' with a sub-headline 'FRIDAY DECEMBER 30 2022' and social media sharing icons. A large image of Pele is visible. On the right side, there is a 'CONFLICT' section with a list of news items and a 'LATEST' section with one item.

Publisher - The Nation

Copy : 120 Minutes

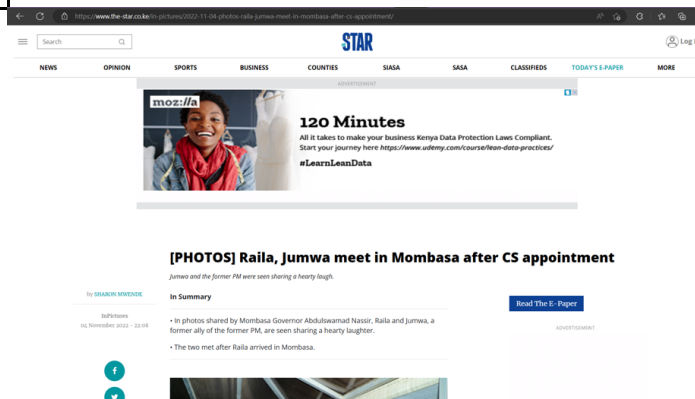
Copy 2 : All It takes to make your business data compliant Learn Lean Data



Publisher - The Star

Copy : 120 Minutes

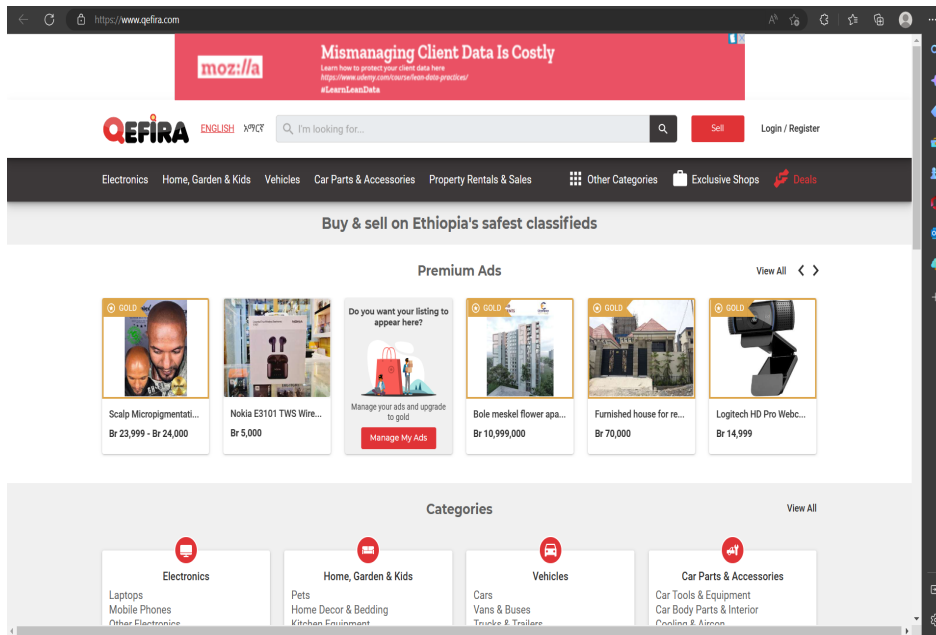
Copy 2 : All It takes to make your business data compliant Learn Lean Data



Publisher - Qefira Ethiopia

Copy 1 : Mismanaging client Data is Costly

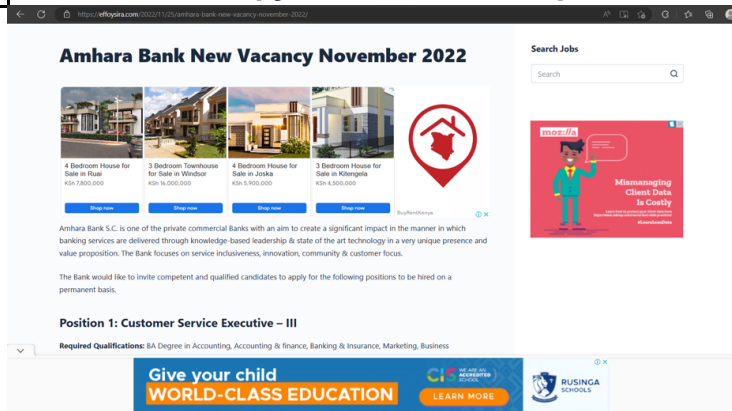
Copy 2 : Learn how to protect client data here ...



Publisher - Effosyira Ethiopia

Copy 1 : Mismanaging client Data is Costly

Copy 2 : Learn how to protect client data here ...



Publisher Varied : Ad was a push notification

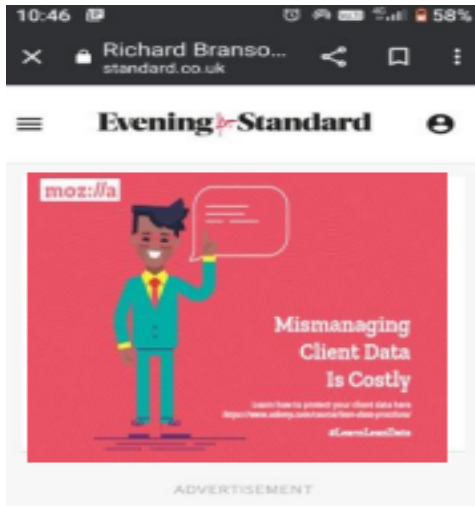
Copy 1 : Calling all E-Commerce stratup owners

Copy 2 ; Learn lean data management by taking the LDP Course



Publisher : Standard KE

Copy : Mismanaging client data is costly



Virgin Orbit said its 747 aircraft carrier successfully released its rocket after departing from the runway Spaceport Cornwall late last night, but at some point during the firing of the rockets

Publisher : Nairobi News

Copy 1: 120 minutes

Copy 2 : All it takes to make your business Kenya Data Prote

"Zuku Fiber is experiencing intermittent downtime on its network in some areas, which may affect the quality of services. Our teams are working to restore services in the affected area within the shortest time possible," the statement signed by Zuku Fiber management read in part.

moz://a

120 Minutes

All it takes to make your business Kenya Data Protection Laws Compliant.

Start your journey here
<https://www.udemy.com/course/ke-on-data-protection/>

#LearnLessData

The statement was released at a time

**clients who paid via MPESA ?
this course**

Flight Date: 24th Nov
Target Demographic: 18-40
Target Audience: Kenyan News,
News and entertainment, Law,
Courses, Course with Certificate ,
Law & Policy

Ads ; Native and Interstitial Banners

Inventory: Mostly mobile and
available desktop

Budget: \$250
Brand Safety considerations: Ad
should not appear next to negative
keywords, political news and
affiliations, hazards , health, no ads
targeted towards children or children
content . Location : Kenya

n Ke, UG, Tanzania , RW

ilable)

Flight Date: 25th November
Publishers and Apps - Opera News,
[Kenyans.Co.ke](http://kenyans.co.ke) , Tuko, The East
African, True Caller App

Target Age: 18-40 , mostly mobile
devices , inventory also available for
desktop devices

Target Demographic: Avid News
Readers, Courses, Courses with
Certificates, Law and Policy , Kenyan
News , Free Courses , International
News

Budget: \$ 750

Brand Safety considerations: Ad
should not appear next to whitelisted
negative keywords, political news and
affiliations, hazards, health, no ads
should be targeted on apps mostly
used by children whether with
supervision or not. Locations - Kenya

Flight Date: 1st Dec Nov Target
Demographic: 18-40 Target
Audience: Kenyan News, News and
entertainment, Law, Courses, Course
with Certificate , Law & Policy Ads ;
Native and Interstitial Banners
Inventory: Mostly mobile and
available desktop Budget: \$300
Brand Safety considerations: Ad
should not appear next to negative
keywords, political news and
affiliations, hazards , health, no ads
targeted towards children or children
content. Location , Kenya , UG and
Tanzania

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Flight Date: 1st Dec Nov Target
Demographic: 18-40 Target
Audience: Kenyan News, News and entertainment, Law, Courses, Course with Certificate , Law & Policy Ads ; Native and Interstitial Banners
Inventory: Mostly mobile and available desktop Budget: \$1,500
Brand Safety considerations: Ads should not appear next to whitelisted negative keywords, political news and affiliations, hazards , health, no ads targeted towards children or children content. Location , Kenya , UG and Tanzania, RW

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Flight Date: 1st Dec Nov Target
Demographic: 18-40 Target
Audience: Kenyan News, News and entertainment, Law, Courses, Course with Certificate , Law & Policy Ads ; Native and Interstitial Banners
Inventory: Mostly mobile and available desktop Budget: \$1,500
Brand Safety considerations: Ad should not appear next to negative keywords, hazards , health, no ads targeted towards children or children content. Location - Kenya

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Flight Date: 20th Nov Target
Demographic: 18-40 Target
Audience: Kenyan News, News and entertainment, Law, Courses, Course with Certificate , Law & Policy Ads ;
Native and Interstitial Banners
Inventory: Mostly mobile and available desktop Budget: \$800,
Brand Safety considerations: Ad should not appear next to negative keywords, negative political news, views and affiliations, hazards , health, no ads targeted towards children or children content. Location : Ethiopia

Flight Date: 20th Nov Target
Demographic: 18-40 Target
Audience: Kenyan News, News and entertainment, Law, Courses, Course with Certificate , Law & Policy Ads ;
Native and Interstitial Banners
Inventory: Mostly mobile and available desktop Budget: \$800,
Brand Safety considerations: Ad should not appear next to whitelisted negative keywords, negative political news, views and affiliations, hazards , health, no ads targeted towards children or children content. Location : Ethiopia

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Flight Date: 30th Nov Target
Demographic: 18-45 Target
Audience: News, News and
entertainment, Law, Courses, Course
with Certificate , Law & Policy Ads,
Business News, Startups and
Innovation: Mostly mobile and
available desktop Budget: \$500,
Brand Safety considerations: Ad
should not appear next to negative
keywords, negative political news,
views and affiliations, hazards ,
health, no ads targeted towards
children or children content. Location
: Kenya, Uganda, Tanzania, Rwanda,
Eth

Flight Date: 30th Nov Target
Demographic: 18-45 Target
Audience: News, News and
entertainment, Law, Courses, Course
with Certificate , Law & Policy Ads,
Business News, Startups and
Innovation: Mostly mobile and
available desktop Budget: \$1,000,
Brand Safety considerations: Ad
should not appear next to negative
keywords, negative political news,
views and affiliations, hazards ,
health, no ads targeted towards
children or children content. Location
: Kenya, Uganda, Tanzania, Rwanda,
Ethiopia.

ection Laws compliant

Flight Date: 30th Nov Target
Demographic: 18-45 Target
Audience: News, News and
entertainment, Law, Courses, Course
with Certificate , Law & Policy Ads,
Business News, Startups and
Innovation, Business interest in
Kenya : Mostly mobile and available
desktop Budget: \$1,000, Brand Safety
considerations: Ad should not appear
next to negative keywords, negative
political news, views and affiliations,
hazards , health, no ads targeted
towards children or children content.
Location : Kenya.

