
ADVERTISING POLICY

Natív Hirdetés Korlátolt Felelősségű Társaság (hereinafter referred to as Natív Hirdetés Ltd. or the Company) wishes to ensure with this Advertising Policy (hereinafter referred to as the Policy) that only advertisements and advertisements (hereinafter referred to as the Advertisements) that comply with the requirements of the applicable EU and Hungarian legislation and the sectoral code are published on the websites and partner sites (hereinafter collectively referred to as the Online Advertising Sites) managed and operated by its contracted partners (hereinafter collectively referred to as the Partners).

I. Basic data

Company name: Natív Hirdetés Kft (Limited Liability Company)
Registered office (and mailing address): 1064 Budapest, Podmaniczky utca 57. 2. floor. 14. Company registration number: Cg. 01-09-281818
Registering authority: the Commercial Court of the Metropolitan Court of Budapest
Tax number: 25552937-2-42
E-mail: office@nativhirdetes.hu

II. Concepts

Terms not specifically defined in these Rules shall have the meanings given to them in the applicable legislation and the Sectoral Code.

III. Relevant legislation and sectoral codes

- Act LVII of 1996 on the Prohibition of Unfair Market Practices and Restriction of Competition
- Act CVIII of 2001 on certain aspects of information society services
- Act XLVIII of 2008 on the Basic Conditions and Certain Restrictions of Economic Advertising Activities
- Act CIV of 2010 on Freedom of the Press and the Fundamental Rules on Media Content
- Act XXXVI of 2013 on Electoral Procedure (Ve.)
- Hungarian Advertising Code (Code)

IV. Checking advertisements

1. We provide advertisers (the "Advertiser") with the ability to order the publication of advertising or other commercial or sponsored activity or content through our self-service system called |related| (the "System").

2. In all cases, the Advertisements ordered must comply with the relevant legislation, guidelines, industry codes and these Rules. Failure to comply with these will result in various consequences, such as rejection, deletion of the Advertisement or, in exceptional cases, deletion of the Advertiser's account.

3. In all cases, we will check the Advertisements for compliance with the law, guidelines, sectoral codes and the requirements of these Rules before publishing them. The checks are partly built-in - within the System - and partly carried out manually by our staff.

4. In the event of a check within the System (size and character limit), the System will not allow you to proceed to finalize the order until the Advertisement is modified in accordance with these Rules.

5. Our staff will check the Advertisement ordered within one working day after the order is placed. During the verification period, the status of the Advertisement is "Under Verification". The Advertiser will be notified of the result of the check by e-mail.

6. If, during the check, our staff finds that the Advertisement violates the legislation, guidelines, sectoral code and these Rules, the Advertisement will be refused to be used in the campaign. The Advertiser will also be informed of the fact of rejection by e-mail, stating the reasons for the rejection. If the Advertiser does not agree with the rejection, it may request a review of the decision. A request for a review may be made in writing to the e-mail address provided in the notification e-mail.

7. If the check finds the Advertisement to be compliant, it will be activated on the date and time indicated by the Advertiser. If the date indicated by the Advertiser is earlier than the date of completion of the check, the compliant Advertisement will be activated immediately after the date of completion of the check.

8. Following a rejection, the Advertiser is entitled to order a new Advertisement or modify the previous Advertisement in accordance with the law, the Guidelines and these Rules. The amended Advertisement will be treated as a new Advertisement and will be subject to a further review.

9. If, after the inspection, our staff find that the Advertisement does not comply with the law, the Code of Conduct and these Rules, they are entitled to delete the Advertisement or request the Advertiser to amend it. Natív Hirdetés Kft. shall not be liable for any damages arising from this.

10. Our monitoring does not exempt the Advertiser from the consequences of publishing an Advertisement that is in breach of the law or the provisions of the Code. It is the responsibility of the Advertiser to ensure compliance with the law and the Code in all cases, and Natív Hirdetés Ltd. shall not be liable in this regard.

V. Content and format requirements

Natív Hirdetés Ltd. draws the attention of Advertisers to the fact that the effectiveness of the campaign may be reduced in the case of Advertisements of inferior quality, which do not necessarily violate these Rules, therefore Advertisers should exercise due care when determining the content and form of the Advertisement. Natív Hirdetés Kft. shall not be liable for any damages resulting from the publication of an Advertisement of inadequate quality.

1. General requirements

1.1. In all cases, the Advertisement ordered must be lawful, fair, must not encourage infringement and must take into account the generally accepted moral and ethical standards of society and public taste.

2. 1.2. The facts stated in the Advertisement must be true and correct in all cases.

3. 1.3. The Advertisement must be clearly identifiable, consciously perceivable. An economic Advertisement that

(also) refers to social objectives must clearly show its economic nature.

1.4. In the case of an Advertisement for a product subject to a prior quality inspection or conformity certification, the Advertiser must declare that the inspection has been carried out and that the product may be placed on the market on the basis of the results. If the product is not subject to prior quality testing or conformity certification, the Advertiser must declare that it is not subject to such testing or certification. In the absence of a declaration, the advertisement may not be published. The Advertiser is responsible for the content and veracity of the declaration.

1.5. No spyware, malware or software of any kind that may cause an unexpected or deceptive experience may be included in the Advertisement.

2. Requirements for the text of the advertisement

2.1. The text of the Advertisement must in all cases comply with the rules of Hungarian - or foreign language and spelling, if specifically requested - in force at the time. The Advertisement must not contain any coarse language or obscene expressions.

2.2. The Ad can have an unlimited number of headlines and testimonials/leads. The testimonial text does not appear on all pages. The length of each headline including spaces is limited to 60 characters, and the length of the testimonial including spaces is limited to 100 characters. In the event of non-compliance with the requirements of this clause, the System will not allow the Advertisement to be ordered.

2.3. Guaranteed performance, click-through advertising is an additional requirement:

- the address must not contain company, product or brand names;
- the title must not contain a price, a quotation or a discount.
- a minimum of 2 different titles will be submitted for each advertisement

3. Image(s) related to the advertisement Requirements

3.1. The minimum width of the images placed in the Advertisement that is acceptable to the System is 400 pixels, and the minimum width we recommend is 800 pixels. The optimum aspect ratio is 4:3. The maximum image file size is 5 MB. The file must not contain animated images. In the event of non-compliance with the requirements of this clause, the System will not allow the Advertisement to be ordered

3.2. Additional requirement when launching a campaign based on a guaranteed click-through order:

- the image associated with the
- Advertisement must not contain text captions, company or brand logos.
- a minimum of 2 different images will be submitted for the Ad

The Ad must not include images that depict non-existent functionality, such as images that mimic play

3.3. buttons, notifications or checkboxes, or that include non-functional features, such as response options, in the creative content of the Ad.

4. Requirements for the Arrivals page

4.1. The landing page to which the visitor arrives by clicking on the Advertisement must be accessible to all and there must be no restrictions on reading or leaving the page.

4.2. The landing page must be usable from a mobile device, including readability.

4.3. The content of the landing page should also be displayed without delay on devices with fewer resources.

4.4. The landing page must display content that is consistent with the text of the Ad.

4.5. The Advertisement must not direct the visitor to a page containing spyware, malware or any software

that may cause an unexpected or deceptive experience.

4.6. The Advertisement must not contain any content that redirects you to a landing page that provides an unexpected or disturbing experience.

4.7. On the landing page of a company or brand selling alcoholic beverages, it must be clearly and prominently displayed that the website is only accessible to persons over a certain age and that access to the site is only available to them.

5. Additional requirements for video and other dynamic advertising

Video and other dynamic Advertising must not use seriously distracting elements that change and flicker every few seconds, such as a flashing screen.

VI. Prohibitions and restrictions

Advertisers should note that the prohibitions and restrictions set out in these Rules are not exhaustive, only the rules we consider important have been highlighted in these Rules, but any breach of the provisions of the legislation and codes of conduct set out in Section III, not mentioned in these Rules, will also result in the rejection of the Advertisement.

1. General prohibitions and restrictions

1.1. Disguised advertising

It is prohibited to publish surreptitious and unknowingly undetectable advertising.

1.2. Scams

The Advertiser shall not advertise products, services, schemes or offers that engage in deceptive or misleading practices, including those that attempt to extort money or personal information from people. The Advertiser shall not advertise financial products and services that are commonly associated with misleading or deceptive advertising practices. The Advertiser must not abuse the consumer's trust or take advantage of the consumer's inexperience, gullibility, ignorance or vulnerability.

1.3. Non-discrimination

The Advertisement must not contain any discrimination, in particular discrimination between peoples, nationalities, ethnicities, genders, age groups, sexual orientation, religious affiliation or disability, or promote such views, or be capable of inciting hatred.

1.4. Sales promotion

In the case of an incentive offer, incentive contest or prize game, clear information on the nature of the offer, the conditions of use and participation must be provided in the Advertisement.

1.5. Products for adults

Advertisements for products specifically intended for adults must not be placed in media environments aimed at children or minors.

1.6. Fear-mongering, sensationalist content

The Advertisement must not contain shocking, sensational, inflammatory or extremely violent content. The Advertisement must carefully and justifiably build on anxiety, fear of misfortune, fear of human suffering and must not exploit superstition. With the exception of advertising for social purposes, advertising shall not create serious fears or fears that are unjustified for a wide range of consumers and are alien to the nature of the product, nor shall it use shocking arguments or images merely to attract attention.

1.7. Illegal goods or services

It is forbidden to advertise goods the production or distribution of which is contrary to the law, in particular, it is forbidden to advertise weapons, ammunition, explosives and devices particularly dangerous to public safety, any use of human organs or tissues, abortion, abortion facilities, abortion facilities, abortion devices or procedures, illegal drugs, psychotropic substances, drugs, or to encourage the use of such substances or to convey their acceptability in the Advertisement.

1.8. Unwanted conduct

Advertising that is aggressive, violent, unlawful, offensive or harmful to personal or public safety, or that encourages, promotes or justifies conduct that is harmful to the environment or nature is prohibited. Advertising that encourages, promotes or justifies endangering human life, health or physical integrity, or damaging public or private property is prohibited.

1.9. Comparative advertising

Comparative advertising is prohibited if it could lead to unfair advantage being taken of the reputation of the competitor or of its name, goods, trade mark or other indication; it is liable to damage the reputation of a competitor or of his name, goods, trade mark or other sign, it presents the goods as imitations or replicas of other goods bearing a trade mark or other protected sign, or it is liable to cause confusion on the part of market participants between the undertaking and its competitor or between the name, goods, trade mark or other sign of the undertaking and that of its competitor. Only goods with the same function or satisfying the same needs may be compared in the Advertisement on the basis of their essential, defining, characteristic and verifiable features. If price is also the subject of the comparison, it must be objective in this respect. The comparison of products with a designation of origin may only relate to products with the same designation of origin.

1.10. Political Ads

Political advertisements may be published under the conditions and in the manner specified in the Ve., and no opinions or evaluative comments may be attached to them. Political Advertisements may not be published on the day of voting.

1.11. Offensive content

The advertisement must not show natural, historical, scientific, cultural values and monuments in a way that is detrimental to their appreciation. The Advertisement shall not be offensive to any ideological conviction. Religious symbols and motifs may be used only within the bounds of good taste. The symbols of nations can be used within the boundaries of good taste. The national symbols of Hungary may be used within the limits of the law. Official symbols used in regional administration may be used only with the prior permission of the competent local government. In the use of all these symbols, their authority must be preserved. The Advertisement must not include content that uses crisis situations or controversial political or social issues for commercial purposes.

No claims or references to personal qualities may be made in the Advertisement. This includes any direct or indirect statement or reference to a person's race, ethnic origin, religion, beliefs, age, sexual orientation or preference, gender identity, disability, medical condition (including physical and mental), financial status, trade union membership, voting status, criminal record or name.

1.12. Personal health

The Ad must not include before and after pictures or pictures showing an unexpected or unlikely result. The content of the Advertisement must not suggest or attempt to create a negative self-image in order to promote a diet, weight loss or other health product.

1.13. Sexuality

Advertising which may harm or adversely affect the physical, mental, emotional or moral development of children and minors is prohibited, in particular advertising which refers to or depicts violence or sexuality, or which has as its subject-matter a conflict resolved through violence. The making available to children under the age of eighteen of advertisements which depict sexuality for its own ends or which promote or display a difference of identity from the sex of birth, gender reassignment or homosexuality shall be prohibited. The Advertisement is prohibited from depicting children or minors in dangerous, violent or sexually explicit situations. It is also prohibited to depict sexuality in a seriously indecently explicit manner. Pornographic Advertising and the advertising of sexual services is prohibited. The Advertisement must not be directed to sexual stimulation. The use of eroticism and sexuality for personal purposes is prohibited in the Advertisement. The depiction of the human body within the bounds of good taste is not objectionable, but the manner of depiction must not violate human dignity or personal rights. The Advertisement must not contain any statement of a sexual nature which may be degrading to consumers. The Advertisement must not focus on the body or parts of the body of the models as if they were objects if they are not directly related to the advertised product. Models must not be presented in a degrading, alienating or gender - negative manner.

1.14. Untrue, misleading content

The Advertisement must not be false, misleading or in any way likely to deceive, and in particular the Advertisement must not falsely imply that the facts stated therein represent a general and widely accepted, verified scientific position. The Advertisement shall not make use of research results or quotations from technical and scientific publications. Misleading use of scientific and research results and terms is prohibited. The Advertisement shall not contain claims that are refuted by external fact-checkers, organisations with expertise in the field.

1.15. 3. protection of the rights of the parties

The Advertisement must not contain any content that infringes the rights of any third party, such as copyright, trademark, privacy or other personal or proprietary rights. In particular, no unauthorised use may be made in the Advertisement of any person's name, likeness, including drawings, other graphic representations, caricatures, sound recordings or statements. The Advertisement may not lead to damage to the reputation (business reputation) of another natural or legal person or organisation, their products or services.

The Advertisement must not violate human dignity or the sense of honour, historical or cultural respect due to persons no longer living.

With the exception of lawfully published comparative advertising, the unauthorized use in the Advertisement of any trademarked name, designation or trade dress from which another person or another's product or service is commonly recognized is prohibited. The Advertisement must not be so similar to the appearance, text, slogan, visuals, music and sound effects of any other business's advertising as to be misleading or likely to cause confusion.

2. Prohibitions and restrictions on certain goods

2.1. Alcoholic beverages

Alcoholic beverages Advertisements must not be directed at children or young people, or at groups at high risk of health problems. Advertisements may not feature a child, a minor or a pregnant woman. No person under the age of 25 may be featured in the Advertisement. The Advertisement must not encourage the excessive consumption of alcoholic beverages, suggest that drunkenness is a positive thing, or portray abstinence or abstinence from alcohol in a negative light. The Advertisement must not link alcohol consumption to improved physical performance or driving, suggest that alcohol consumption contributes to social or sexual success, that alcohol can be a means of resolving personal conflicts or problems, or that alcohol has medicinal, stimulating or sedative properties. The Advertisement should not imply that alcohol is a tool for growing up or that it is acceptable to drink alcohol before or during the operation of a dangerous device or during the performance of any dangerous leisure or work activity. The Advertisement must not, with some exceptions, show alcohol consumption in the workplace during working hours in connection with work activities.

Advertising should not emphasise high alcohol content as a positive quality attribute of beverages, nor should it suggest that low alcohol beverages are a way to avoid addiction or excessive alcohol consumption.

An alcoholic beverage may not be advertised in a medium where at least 30% of the audience is known or reasonably likely to be children or minors. No advertisement for an alcoholic beverage may be placed on the home page of a website.

2.2. Animal

Prohibit dangerous dog, animal fighting advertising. Animal Advertisements must not be in violation of general social standards for the protection of animals. The Advertisement must not contain any element or have any overall effect that encourages, supports or justifies the torture of animals.

2.3. Tobacco products

Advertisements must not directly or indirectly advertise tobacco products, related accessories, electronic cigarettes, vaporizers or any products that imitate smoking.

2.4. Health products

Dietary supplements, foods, cosmetics, and any other products not marketed as medicines or medical devices, designed to solve or improve health and well-being problems, may not be advertised as medicines or medical devices. In all cases, the nature of the product must be clearly identifiable.

2.5. Premium rate and value added telecommunications services

The Advertisement must state in a clear and easily visible manner for the consumer the premium rate nature of the service, the exact gross tariff (in the case of subscription-based services, the regular tariff), the way to unsubscribe from the service and the direct, non-premium rate contact details of the provider's customer service. The Advertisement must not in any way suggest to the user that the service is free of charge.

2.6. Food, non-alcoholic beverages

Food and non-alcoholic beverages In advertising, health claims must be based on verifiable scientific grounds and must not mislead the consumer as to the possible health or other beneficial properties or physiological or social effects of consuming the advertised product. Advertising should not encourage or condone excessive consumption. Advertising should not undermine the importance of a balanced diet or a healthy, active lifestyle. The text, sound and visual representations of the Advertisement should accurately reflect, in a non-misleading manner, relevant attributes such as taste, size, content, nutritional or health benefits.

2.7. Vehicles

A positive representation of the speed or acceleration characteristics of the vehicle may be included in the Advertisement, but should not be the main message. The Advertisement must not promote or encourage irresponsible driving, and in particular must not show offending, dangerous or reckless driving.

2.8. Cosmetics

Cosmetic product claims may be published if they are properly and verifiably substantiated. Consumer reviews and expert recommendations may be used to highlight the attributes or brand image of cosmetic products in the form of written or verbal statements, provided that they are credible, reliable and verifiable. The opinions of celebrities, individuals and consumers may be used if they are expressed as a personal opinion or impression of the product. Cosmetics Digital techniques used in advertising, pre- and post-production must not be misleading as to the effects of the product.

2.9. Environment

Claims relating to the environment in the Advertisement must be clear, understandable and, where appropriate, supported by a certification from an authorised organisation, and it must be made clear whether the claim relates to the product as a whole, to a specific component of the product, to packaging or to other characteristics. The environmental claim must relate to a specific environmental benefit or a general

environmental impact. Subsidies from any third party or organisation may only be claimed if the fact of the subsidy is genuine. Claims and references to "environmental friendliness" and the like may, as a general rule, only be used with the authorisation of the person entitled to make them.

2.10. Oils

Advertising should not discourage or argue against vaccination.

2.11. Weight loss product

No product may be advertised as weight-loss or with such effects to persons under 18 years of age. Advertisements for such a product must not contain any reference that is primarily appealing to this age group. Advertising of weight-loss products shall not claim or imply that abnormal thinness is attractive. Advertising of weight-loss products or products intended to have such an effect shall not imply the extent or rate of weight loss.

2.12. Gambling

You cannot advertise organised gambling without a licence from the gambling supervisory authority. The Advertisement must not be directed to or invite persons under the age of 18 to participate in gambling and, as a general rule, the Advertisement must not feature or depict a person under the age of 18 or use elements of their subculture. The inclusion of persons under the age of 18 is permitted if the Advertisement presents the use of the proceeds of gambling for socially beneficial purposes.

The Advertisement must not suggest that gambling is a solution to personal, professional, educational, personal or social problems; that gambling enhances sexual attraction or can lead to or facilitate the development of a sexual relationship. The Advertisement must also not suggest that gambling can be an alternative to work or a solution to financial problems.

The Advertisement must not contain any misleading information, in particular with regard to the odds of winning a game of chance or the participation or prize.

Gambling related Advertisements may not be published in media products that are generally addressed to children or minors.

2.13. Funeral services

Advertisements for funeral services may only include the name of the service provider, a distinctive indication of the service provider, the method and duration of its availability, the word "funeral" and a factual list of the services provided and their fees, without prejudice to the rights of the public.

2.14. Prescription medicines

Advertisements for legally advertised prescription-only medicines authorised by law must, in addition to complying with the rules on over-the-counter medicines, clearly indicate the category of the product, by prominently displaying the words "the prescription-only medicine" and that the advertisement is part of an advertising campaign authorised by the competent authority.

3. Prohibitions and restrictions relating to children and minors

3.1. Care must be taken to ensure that advertisements for children (0-14 years) and minors (14-18 years) comply with the law, sectoral codes and these Rules.

3.2. Advertisements for children must use terms that children can understand.

3.3. It is prohibited to publish advertising aimed at children and minors which may harm their physical, mental

or moral development, or which contains a direct invitation to encourage them to buy goods by exploiting their inexperience or credulity. It is prohibited to publish advertising which is likely to impair the physical, mental or moral development of children and minors, in particular advertising which presents children and minors in a dangerous, violent or sexually explicit situation.

3.4. The Advertisement must not insult the authority of parents and guardians in the eyes of children and minors, encourage disobedience towards them, take unfair advantage of the trust placed in them by parents and guardians, encourage them to seek or establish contact with adults unknown to them for any reason, or seek a place unknown to them.

3.5. Commercial advertising must not show children and minors in dangerous situations. Advertising that depicts children using medicines and medical devices without adult supervision is prohibited.

VII. Discretionary powers of Natív Hirdetés Kft.

Natív Hirdetés Kft. reserves the right to cancel any Advertisement for any reason, including but not limited to, if the content, form, quality, time of submission of the Advertisement does not comply with the terms and conditions of Natív Hirdetés Kft. or its Partners, including Ads that negatively affect its relationship with its Partners or that promote content, services or activities that are contrary to the competitive position, interests or advertising philosophy of the Company, in its sole discretion.

VIII. Responsibility

By sending the order, the Advertiser accepts the provisions of these Rules as binding and undertakes to comply with them in full. The Advertiser acknowledges that it shall be liable for any breach of the provisions of the law, guidelines, sectoral codes and these Rules and shall bear all legal and other consequences arising therefrom. Natív Hirdetés Kft. shall not be liable in this regard.

IX. Scope, amendment

These Rules apply to all Advertisements ordered through the System.

This Policy may be amended unilaterally by Natív Hirdetés Kft. at any time. Natív Hirdetés Kft. will notify the Advertiser of the amendment both within the System and by e-mail.

These Rules shall enter into force on 1 October 2021.

X. Other

For matters not covered by these Rules, the applicable EU and Member State legislation and relevant sectoral codes, in particular but not limited to the legislation and sectoral rules listed in point III, shall prevail.