



Advertising Policies

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1. Introduction

The most media owners, has a number of policies relating to the acceptability of advertising material. This document is AiYellow.com's overarching policy and is based on the British Code of Advertising, published by the yellow pages, about Sales Promotion and Direct Marketing Practice (together the "CAP Code"). AiYellow.com's policy is derived from the following three principles:

LEGAL

No Advertisement should contain anything that is in breach of the law nor omit anything that the law requires.

DECENT

No Advertisement should contain content that is: likely to cause grave or widespread offence or embarrassment; not suitable for publication or display; or likely to subject AiYellow.com to criticism or embarrassment.

HONEST & TRUTHFUL

No Advertisement should, whether by inaccuracy, ambiguity, exaggeration, omission or neglect, mislead users about any matters likely to influence their attitude to the advertised product or service. By following these principles we aim to:

- create fair and transparent rules that can be followed by all of our customers;
- protect the interests and reasonable expectations of the users of our products;
- meet the obligations imposed both on ourselves (as publisher) and upon our Advertisers under law and regulation in United States of America.



Advertisers agree in placing orders for advertising with AiYellow.com that the content of their advertising will comply with all relevant laws, statutes and regulations in place and which apply to the products and/or services that they wish to advertise. For the avoidance of doubt, compliance with the requirements of any part of this advertising policy does not absolve the advertiser of responsibility for ensuring compliance with any applicable law or regulation covering the same subject matter. In the event of any direct conflict between the provisions of this advertising policy and any applicable law or regulation, the provisions of the applicable law or regulation shall prevail solely to the extent necessary to resolve any conflict.

2. Rules applicable to all Amarillasinternet Corporation Advertising

a. Legal

b. Professional Services

Any title protected by legislation imposes an obligation upon the individual using this title in advertising to ensure that they are appropriately qualified and authorized by the relevant regulatory body e.g. Solicitors are legally required to be registered with the Law Society to practice.

In the interests of our users we will only accept advertising in the professions listed below from advertisers holding the appropriate qualifications.

AiYellow.com reserves the right to vary the list from time to time. This supersedes the class relevancy rule 3.4. NB. Criminal and civil remedies can be brought by a regulatory body against any individual who does not comply with the above. The following professions fall under this category:

- ACCOUNTANTS
- ARCHITECTS
- BARRISTERS
- CHIROPODISTS & PODIATRISTS
- CHIROPRACTORS
- DENTAL TECHNICIANS
- DENTISTS DOCTORS (MEDICAL PRACTITIONERS)
- INSOLVENCY PRACTITIONERS
- NOTARIES
- OCCUPATIONAL THERAPISTS
- OPTICIANS - DISPENSING
- OPTICIANS - OPHTHALMIC
- ORTHODONTISTS
- OSTEOPATHS
- PATENT ATTORNEYS
- PHARMACIES
- PHYSIOTHERAPISTS
- PSYCHOLOGISTS SOLICITORS (See specific classification rule below at Rule 2.1.1.1.)
- TRADE MARK ATTORNEYS VETS

c. Advertisements Offering Credit

The regulatory regime applying to any particular credit advertisement aimed at consumers will depend upon whether it relates to secured or unsecured credit. For these purposes, "secured" means secured by a charge over property.

Secured credit can fall under the jurisdiction of the Financial Conduct Authority's ("FCA") regulatory regime, the Consumer Credit Act 1974 ("CCA") or, in some cases both. Unsecured credit is likely to fall under the CCA regime where it is aimed at consumers.



Care needs to be taken to ensure that the correct procedures and approvals are taken and received in relation to the content of advertisements. Where advertisements fall under these regimes advertisers will be required to complete a declaration form regarding its content.

The services or products most likely to be affected by these regulations are as follows. Note that this **is not an exhaustive list and that wherever a reference to credit is included in the advertising content, it must comply with the relevant regulatory requirements:**

Banks & Financial Institutions; Cheque Cashing; Credit & Finance Companies Debt Adjustment & Management; Financial Advisers; Loans; Mortgages; Pawnbrokers.

d. Tobacco Advertising

The advertising and/ or promotion of tobacco products and nicotine-containing electronic cigarettes (which are not licensed as medicines), whether directly or indirectly, is strictly prohibited under the Tobacco Advertising and Promotions Act 2002 and the Tobacco and Related Products Regulations 2016 respectively. It is an offence to publish any advertisement if the purpose or effect is to promote a tobacco product or nicotine-containing electronic cigarette. To clarify, the following are not permitted in **ANY** advert under **ANY** classification:

- Tobacco products—these are any items which consist wholly or partly of tobacco and are intended to be smoked, sniffed, sucked or chewed. E.g. cigars / tobacco / snuff / cigarettes (i.e. what it is) Havanas / Benson & Hedges / Camel (i.e. brand names) NB—This is not an exhaustive list.
- Electronic cigarettes - these are products that can be used for the consumption of nicotine-containing vapor via a mouth piece, or any component of that product, including a cartridge, a tank and the device without cartridge or tank (regardless of whether the product is disposable or refillable by means of a refill container and a tank, or rechargeable with single use cartridges).

Therefore, advertisers are permitted to include **the following content only:**

- Company name
- Contact details e.g. address/telephone/website
- Description of the product or service
- Opening hours
- Non-tobacco products e.g. pipes, lighters, ashtrays etc.
- Non-nicotine liquids
- Non-nicotine disposable e-cigarettes (not able to be refilled)
- Non-disposable e-cigarettes designed to only take cartridges with non-nicotine containing fluid
- Medicinal products (subject to separate medicines advertising legislation)

e. Gambling Act 2005

The CAP Code states that marketing communications for gambling must be socially responsible, with particular regard to the need to protect children, young persons from being harmed or exploited.

Advertising and Marketing communications **must not:**

- Portray, condone or encourage gambling behavior that is socially irresponsible or could lead to financial/ social/emotional harm.
- Encourage or condone criminal or anti-social behavior.
- Suggest that gambling can provide an escape from personal, professional or educational problems (e.g. loneliness or depression) or provide an alternative to employment /or a way to achieve financial security.
- Suggest that gambling can enhance self-image or self-esteem, be a way to gain superiority or admiration, or link it to seduction or sexual success.
- Neither suggest peer pressure to gamble nor disparage abstention.



- Portray gambling in a context of toughness or recklessness.
- Be likely to be of particular appeal to children or young persons and should avoid associating gambling with youth culture.
- Feature children or young people, nor portray anyone who is, or seems to be, under 25 years old as gambling or playing a significant role (some exceptions e.g. horse racecourses), nor depict anyone behaving in an adolescent, juvenile or loutish way.
- Exploit cultural beliefs or traditions about gambling or luck.

f. General

- No advertising of unlawful gambling e.g. gambling which requires a license but does not have one.
- No advertising for gambling taking place in, or regulated from, a country outside EEA and Gibraltar.

Note that spread betting remains subject to separate Financial Services Act requirements.

Further, advertisements should make clear where events or facilities can be accessed only by entering gambling premises.

g. Decent

The contents should be acceptable to people within a wide range of sensibilities. Even though an advertisement may be legal, advertising copy can be offensive to a number of people. Accordingly, to avoid causing widespread embarrassment or upset, we reserve the right not to permit advertising where we, in our discretion, feel it may cause offence. Specifically -

- No paid for advertising is permitted for Massage or Escort Agencies in any AiYellow.com product;
- No images of full frontal nudity shall be permitted;
- No advertisements that promote discrimination on the grounds of a person's religion, race, sex, disability, or sexual orientation or age.

h. Honest & Truthful

i. Fair Competition

The CAP Code states that comparative claims in advertising are permitted, provided they are not misleading in any way. Comparisons can only be made between products or services of the same or similar type. Listed below are some examples of acceptable and unacceptable statements.

- We have the largest and best stock of carpets and flooring in the South East
- We are the cheapest wholesaler in United states!
- Very competitive prices! We will match the cost of branded products if you find the same model cheaper in another store
- We are one of the leading suppliers in the south east (if supported by independent statistics)

Comparative advertising should not directly or by implication question the quality, integrity or reputation of other businesses or their products.

- Don't trust the cowboys come to us instead!
- Why use the sharks when you can get a truly reliable service with us?!
- We have built an excellent reputation as a caring family business in Miami.
- We look after our customers and offer outstanding after sales service.

Advertising should not resemble any other so closely that it misleads or is likely to cause confusion.

- Never use well known slogans or copy used by other advertisers as they are likely to be trademarks or protected by copyright.
- Never copy the visual style of advertising used by others to avoid trade mark, copyright infringement or passing off.
- Use fresh material and ideas.

j. Health and Beauty

Advertisements for the provision of services or products in the areas of Health and Beauty are regulated. This is by way of professional or regulatory bodies for health, and the Advertising Standards Authority for beauty. Advertisements offering advice



or treatment for medical conditions are acceptable, provided they adhere to the Code of Advertising, Sales Promotion and Direct Marketing Practice. The following guidance notes are taken from the Code:

k. Health - Guidance Notes

- Advertisements must not encourage users with serious or chronic medical disorders to visit them rather than their own doctor.
- The title “Doctor” or “Dr” may be used provided the Advertiser is a qualified medical practitioner.
- Advertisers qualified in other doctorates are also entitled to call themselves “Doctor” or “Dr” but must specify the subject so that users are aware if the qualification is non-medical.
- Dentists may only use the title “Doctor” or “Dr” in an advertisement if the Advertiser is a dentist with a dentistry-related doctorate or PhD.
- Dental technicians are not permitted to advertise any service which necessitates working inside the patient’s mouth. (This is to ensure that such work is carried out only by qualified dental surgeons.) This prohibition includes the fitting, insertion or fixing of dentures, artificial teeth or other dental appliances.
- Establishments where medical treatment is offered, may not be described as “clinics” or “hospitals” in an advertisement unless they are under the direct supervision of a qualified medical practitioner(s).
- No advertisement should include details of the cure of an illness or disease as opposed to the relief of its symptoms.
- No advertisement should use testimonials or unrepresentative evidence to support exaggerated claims for the efficacy of a product or the relief of a particular condition.
- These unacceptable terms listed below must not be used within the bullets of their AiYellow.com product that appear on AiYellow.com’s search results page except for those permitted classifications as mentioned below.
- The following medical terms and conditions should not be used by advertisers unless explicit written permission is obtained from Amarillasinternet Corporation or they appear under the Doctor’s (Medical Practitioners), Clinics (medical clinics only) or Hospitals classifications or are recognized for use by suitably qualified health professionals as agreed by the Advertising Standards Authority.
- * Acceptable alternatives to medical terms are only appropriate for use by a suitably qualified health professional, for example, an individual subject to regulation by a statutory body, recognized medical or health professional and the Advertising Standards Authority.

Unacceptable medical terms and conditions and Acceptable alternatives (where applicable).

This is not an exhaustive list and may from time to time change based on advice from CAP or the ASA (Advertising Standards Authority).

UNACCEPTABLE TERMS	ACCEPTABLE ALTERNATIVES
Addictions	Habit, Cravings, fixation
Alcoholism (Dependence)	N/A
Age related Macular Degeneration – AMD	N/A
Anaemia	N/A
Angina	Circulatory Problems
Anorexia	Weight Management/Weight Related Issues
Arthritis	N/A
Asthma	N/A
Attention Deficit Hyperactivity Disorder – ADHD	N/A
Autism	N/A
Blood Pressure, High	Circulatory Problems
Bronchitis	N/A



UNACCEPTABLE TERMS	ACCEPTABLE ALTERNATIVES
Bulimia	Weight Management/Weight Related Issues
Cancer	N/A
Cataracts	Eye Problems
Circulation, Poor	N/A
Chronic Obstructive Airway Disease - COAD	N/A
Crohn's Disease	N/A
Compulsions	Urges, Phobia, fixation, habit, craving
Depression	N/A
Diabetes	N/A
Diverticulitis	N/A
Dizziness	N/A
Drowsiness	Lethargy, Lethargic, Tired, Sleepy
Drug Addiction (Substance Abuse)	N/A
Ear Disorders, Serious	N/A
Eating Disorders	Weight Management/Weight Related Issues
Emphysema	N/A
Epilepsy	N/A
Erection Problems or Erectile Dysfunction	N/A
Eye Disorders, Serious	N/A
Fibroids	N/A
Fits	N/A
Frigidity	Relationship Problems, Sexual Counselling, Tension
Gall Bladder Disorder	N/A
Gall Stones	N/A
Genito-Urinary Disorders	N/A
Glaucoma	N/A
Gout	N/A
Hiatus Hernia	N/A
Heart Disease	N/A
Herpes Zoster (Shingles)	N/A
Human Immunodeficiency Virus – HIV	N/A
Hypertension	N/A
Impotence	N/A
Infectious Diseases	N/A
Infertility	N/A
Insomnia, Chronic	Trouble getting to sleep, Insomnia
Jaw Joint Dysfunction	N/A
Kidney Disorders	N/A
Learning Difficulties	Concentration
Kidney Disorders	N/A
Malignant Diseases	N/A
Mania	N/A
Multiple Sclerosis – MS	N/A
Malaria	N/A



UNACCEPTABLE TERMS	ACCEPTABLE ALTERNATIVES
Memory Problems or Memory Lapses	N/A
Menopausal Symptoms	N/A
Menstruation, Regulation of	N/A
Metabolic Diseases	N/A
Migraine	Migraine Headaches
Muscular Dystrophy	N/A
Myopathy	N/A
Obesity	Weight Management/Weight Related Issues
Obsessions	Phobia, fixation, habit, craving
Obsessive Compulsive Disorder – OCD	Phobia, fixation, habit, craving
Osteoporosis	N/A
Overdose	N/A
Pancreatitis	N/A
Paralysis	N/A
Parkinson's Disease	N/A
Prostate Problems	N/A
Psoriasis	N/A
Psychosis	N/A
Polycystic Ovary Syndrome	N/A
Respiratory Diseases	N/A
Schizophrenia	N/A
Senility	N/A
Sexually Transmitted Diseases – STDs	N/A
Skin Disorders, Serious	N/A
Spinal Injuries	N/A
Stroke	N/A
Suicidal Thoughts	N/A
Thrush/Oral	N/A
Tonsillitis	N/A
Tuberculosis	N/A
Ulcer, Gastric	N/A
Under-eating	Weight Management/Weight Related Issues
Whiplash	N/A

I. Beauty - Guidance Notes

- Some elective therapies, treatments and procedures that are made available (e.g. cosmetic surgery) should be properly carried out under the direct supervision of a qualified medical practitioner even though the advertising of such therapies may not appear in a “medical” classification.
- Use of terms such as lasers and IPL require the advertiser to be registered with the Care Quality Commission.

Unacceptable terms in Beauty Advertising and Acceptable alternatives (where applicable). This is not an exhaustive list and may from time to time change based on advice from CAP or the ASA (Advertising Standards Authority):



UNACCEPTABLE TERMS	CLASSIFICATION EXCEPTIONS WHERE TERM IS ACCEPTABLE	ACCEPTABLE ALTERNATIVES FOR ALL OTHER CLASSIFICATIONS
Anti-ageing/Anti-ageing treatments		Facial Line Softening/Temporary Facial tightening or toning/Cosmetic enhancements
Botox, Bo-tox, B*T*X, Beautox, Frown relaxing, Frown relaxing treatment, Muscle freezer, Muscle inhibitors		Facial Line Softening/Treatments to improve appearance of fine lines & wrinkles
Dysport		Facial line softening/Treatments to improve appearance of fine lines & wrinkles
Facial Lifting		CACI Facial Treatments/Non-surgical facial treatments
Facial Tightening		CACI Facial Treatments/Non-surgical facial treatments
Fat Busting Injection		N/A
Fat Dissolving		N/A
Flab Busters Lecithin		N/A
Flab Jab		N/A
Hyperhidrosis (injections for), Perspiration reduction and Excessive sweating		N/A
Hyperhidrosis (surgery)	Cosmetic Surgery	N/A
Inch Loss (wraps)		Body Wrap, Universal Body Wrap
Line and Wrinkle Treatments		Facial Line Softening/ Treatments to improve appearance of fine lines & wrinkles
Lipodissolve		N/A
Lipolysis		N/A
Lipostabil		N/A
Non-surgical Facelifts/CACI non-surgical Facelifts		CACI Facial treatments/Non-surgical treatments
Permanent Hair Removal	Electrolysis & Laser Hair Removal (in relation to Electrolysis ads only)	Permanent Hair Reduction
Rejuvenation		Skin revitalisation/resurfacing
Stop Smoking		Emphasis should be on helping individuals stopping rather than making them
Tightening Capsules		N/A



Tooth whitening, Teeth whitening, Whiter smile, Brighter smile	Dentists, Beauty Salons & Consultants, Cosmetic Surgery, and the following Children's Dentistry, Cosmetic Dentistry, Dental, Dental Hygienists, Dental Implants, Denture Repairs, Dentures, Emergency Dentists, NHS Dentistry, Private Dentistry, Teeth Whitening (provided General Dental Council registrant performs the treatment).	N/A
Vistabel		Facial line softening/Treatments to improve appearance of fine lines & wrinkles

m. Positioning of Advertisements

See: aiyellow.com/seo.html

n. Name

All AiYellow.com advertisements, must only contain the usual business trading name of the Advertiser, which must be the normal trading name of the business, i.e. the name registered, used on official company literature or on a company website. A business trading name cannot include the following unless it is the usual business trading name:

- An e-mail address or full URL address for a website.

o. Address

The standard address i.e. number/house name/business unit, street name, town and postcode published on AiYellow.com is that provided as a Free Listing with Amarillasinternet Corporation. This can be changed to include a valid address where the business is located.

Where the advertiser has provided an address, which is not the genuine trading address of that advertiser then Amarillasinternet corporation reserves the right to terminate or suspend their advertisement without notice. The Advertiser must meet the following criteria in order to use a branch address on AiYellow.com: Be either

- part of the same legal entity or be part of the same company group; i.e. linked by common and/or ownership (common directorship is not sufficient) or
- be linked by formal franchise agreement.

Multiple branches can have the same telephone number providing that the business name remains the same for each branch. Advertisers shall have regard, in complying with the branch policy, to the objective of this paragraph which is to ensure that only those businesses which are genuinely related to the main Advertiser and are genuine associated businesses of the main Advertiser (and/or are linked through common ownership (or contractual relationship)) benefit from the main advertisement. Amarillasinternet Corporation retains absolute discretion to decide if a business may benefit from this branch policy. Amarillasinternet Corporation reserves the right without notice to withdraw, or suspend pending investigation, the advertising of a business benefiting from this branch policy if Amarillasinternet Corporation does not reasonably believe that it is a genuine branch. Amarillasinternet Corporation may ask you to provide such supporting documentation as may be required by Amarillasinternet Corporation to verify that a branch address is genuine.

An address can be suppressed where the Advertiser conducts their business over the internet, via a call center or delivers (a service not requiring the user to physically visit the advertiser's address) and the advertiser requests suppression of the address. However, Amarillasinternet Corporation may release the address details if a user requests subject to confidentiality



concerns relating to certain classifications. If any user complaints are received or Amarillasinternet Corporation views that the advertiser does not comply with the eligibility rules, Amarillasinternet Corporation will investigate this and has the right to turn off the address suppression option at any point during the contract. Pay-Per-Click keyword, and Display advertisements do not require an address. An advertisement must display either a phone number or a URL if the Advertiser suppresses their address. Suppressing an address automatically suppresses the Map/Directions link. An advertisement which has an address suppressed will not be displayed on Proximity Searches or on the Multi Point map.

Advertisers wishing to suppress their address details will be required to contact Amarillasinternet Corporation - via their Sales Person or via Customer Services and request such suppression in writing to confirm such request. Amarillasinternet Corporation reserves the right at its sole discretion not to suppress an address. Also reserves the right to disclose an address of an Advertiser in the event that a customer has a complaint or dispute.

p. Telephone numbers

Telephone numbers in advertisements are not mandatory. However, where telephone numbers are included they should be legible and comply with guidelines where appropriate. Corporate Advertising Scheme advertisements must feature a telephone number unless agreed otherwise by the individual association. Advertisers should, despite any changes Amarillasinternet Corporation makes to its content policies, still comply with any statutory and regulatory requirements for the inclusion of telephone numbers in their advertisements.

An Advertiser that only conducts business over the internet and not through voice to voice communication, does not need to display a telephone number within their advertisement.

q. Foreign Language Advertisements

Foreign language advertisements are acceptable provided they are supplied with a covering note detailing the corresponding language translation.

r. Competitor Advertising

Typically, but not exclusively, Amarillasinternet Corporation competitors will be businesses that provide internet services offering classified directory type searches or listings) as their main business/function.

Amarillasinternet Corporation's competitors' advertising, as any other, will be accepted on AiYellow.com providing it adheres to this policy.

Amarillasinternet Corporation may at its discretion refuse a competitor's advertising from parts of the site where its presence may confuse users, or it is detrimental to Amarillasinternet Corporation's site, the Amarillasinternet.com brand, or the AiYellow trade mark.

In addition, with respect to our content pages, Amarillasinternet Corporation may have exclusive third-party arrangement agreements running with content providers or third party service providers. For the duration of these agreements Amarillasinternet Corporation may exclude certain companies appearing on the provider pages or require provider approval before inclusion.

Any excluded companies may however advertise on other content pages within AiYellow.com at Amarillasinternet Corporation's discretion.

s. Advertisement Content

Advertisement content, displayed in the Adverts and Profile Pages, must in all cases be decent (see section g)

Advertisers with a AiYellow.com Video must ensure that they are licensed and/or authorized to use any music, logos, photos, or images contained in that Video. The videos must not contain visually disturbing graphics (e.g. graphics that flash too fast or generally make the user experience of viewing the video very unpleasant) or be interactive (e.g. request that a user types text into a search field in the video).

Logos used in all AiYellow.com advertisements must be Advertiser's company logo as used by Advertiser. Trade association logos can be used as a logo, provided that the advertiser is and will remain a member of that association for the duration of



the advertisement. If an advertiser is authorized to use another Company's name as part of their "actual trading name" they must provide written proof that they can use that company's logo in this space. This written evidence needs to confirm that the Advertiser is allowed to use the other company's name as part of their trading name, and not just that they have the authorization to use a logo as a stockiest.

Photos used in all AiYellow.com advertisements must show the Advertiser's premises, products or services. Trade association logos can be used as photos, if the Advertiser is a member of that association. Photos that include a third-party logo can only be used where the Advertiser evidences the full permission of that third party to display such third party logos on AiYellow.com. Websites hosted on a domain name not owned by the Advertiser e.g. MySpace, Facebook, or Hotmail sites, can be used by advertisers if they have the permission from that third party to use the URL to advertise on other websites. The Advertiser has overall responsibility to ensure that they can use the link to the third-party site as their advert or listing on AiYellow.com. The Advertisers advertisement on the third party hosted website must also contain the advertisers contact information (to avoid confusion for users of AiYellow.com), and adhere to the AiYellow.com policy on legal, decent and honest content.

t. QR Codes / 2D Barcodes / Smart codes or similar

QR Codes can be included in a Profile Page for an online advert of AiYellow.com website. Please note, images are currently resized to fit the image capsules within a Profile Page so should be taken into consideration especially when the QR code is complex and clicks through to a long web address. Customers can provide or upload the following file formats: JPG, GIF and PNG.

IMPORTANT - Limitations on QR codes. QR codes, as with any other image, are published on AiYellow.com in good faith. By placing an advert containing a QR code the advertiser acknowledges and accepts that the reproduction of these codes may interfere with the function of the QR code. This in turn may lead to the QR code not working in some or all devices. Amarillasinternet Corporation strongly recommends the inclusion of an accompanying standard web address for all QR codes.

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