



## 2du Family Values Policy

We have written the following policy to try and make our web sites and targeted messaging appropriate for people of all ages. Since we enable self-serve advertiser content, it is impossible for us to police all content being entered, however, we will implement all reasonable electronic and editorial efforts to enforce the following guidelines:

**Language restrictions:** The 2du system presents a theme of fun, entertainment, gaming, and shopping, and more. These subjects typically attract people of all ages. Therefore, we have defined the following language as being unacceptable within our messaging system:

- explicit sexual language
- mild expletives
- derogatory statements of offensive nature
- all forms of profanity and obscenity
- verbage which incites violence
- verbage which causes mental injury
- physical gestures associated with negative inflection
- ANY links to or associated with the above listed options

NOTE: We have implemented “banned word” filters in all message entry boxes, but unacceptable language entries can take many forms. We encourage viewers to help us by notifying us if entries are thought to be unacceptable.

### **Alcohol Promotion restrictions:**

We will allow generic branding advertising of alcohol products on the site (for example in banner ads) only after 9 PM at night to avoid exposure to younger viewers.

Specific targeting of alcohol related offers (coupons or specials) are allowed only when recipients have registered as being of legal drinking age in their state and they have opted-in (approved) that they would like to receive these types of offers.

Even after the legal age and opt-in criteria are indicated, the following alcohol related advertising (including coupons or specials) must adhere to the following rules:

- Ads may not require drinking to win something (drink a beer and win a T-shirt)
- Ads may not promote excessive drinking (max. one drink special per person per day)
- Ads may not encourage drinking outside of approved establishments
- Ads may not link the consumption of alcohol to enhanced performance, increase social standing, obtain better health, or any other unproven positive quality meant to encourage drinking;
- Ads may not encourage immoderate consumption of alcohol or present abstinence or moderation in a negative light;
- Ads may not place emphasis on high alcoholic content as being a positive quality of the beverages.

**Gambling Promotion restrictions:**

- We will allow generic branding advertising of gambling establishments on the site (for example in banner ads) only after 9 PM at night to avoid exposure to younger viewers.
- Specific targeting of gambling related offers (coupons or specials) are allowed only when recipients have registered as being of legal majority age in their state and they have opted-in (approved) that they would like to receive these types of offers.

**Tobacco Promotion is not allowed:**

We will NOT allow generic branding advertising of tobacco products on the site (for example in banner ads) or targeted coupons or specials because no one at in the 2du organization likes tobacco smoke !

**Firearms Promotion is not allowed:**

We will NOT allow generic branding advertising of firearm products on the site (for example in banner ads) or targeted coupons or specials because this type of product is not conducive to the subject matter covered by the 2du sites.

**Nudity and Sexual Material is not allowed:**

Web site advertising or coupons/specials messaging may not contain any kind of nudity or sexual material. The following body parts and sexual situations are not allowed:

- male or female genitals
- female breasts or excessive cleavage
- bare buttocks
- explicit or implied sexual acts or sexual touching
- Links to any of the above

**Depiction of Violence is not allowed:**

Web site advertising or coupons/specials messaging may not contain depictions of violence. Specifically, the following is not allowed:

- Aberrant behavior which inflects the impression of potential violence
- Blood, gore or injury to human beings, animals, or fantasy characters
- Criminal or sexual violence in any form
- Deliberate damage to material or objects
- Links to any of the above

Please contact us if you have any questions, comments or concerns about this policy.

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