



Account Review Guidelines

LY Corporation
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Chapter 1. Account Review Guidelines and Judgment

The Account Review Guidelines apply to all the accounts used for Yahoo! JAPAN Ads. Advertisers who use Yahoo! JAPAN Ads are required to comply with these guidelines.

Chapter 2. Standards for Creating Accounts

To create accounts, advertisers are required to comply with these standards.

1. Preferences

From your application, if we judge you may perform unauthorized advertising, you will not be able to create an account.

2. Website

The following websites will not be approved.

- (1) Unable to display in a normal environment, such as websites under construction
- (2) Unable to return to the previous page using the "back" button of the browser
- (3) Allows a third party to display a popup window, pop-under window or another screen
- (4) Forcibly changes the size or position of the browser window
- (5) Initiates downloading of software or starts an application without confirming the user's willingness
- (6) Other websites that work against the user's will

3. Languages Used in Websites

Websites should uniformly use one of the following languages.

- (1) Japanese
- (2) English

4. Unacceptable Expressions/Products/Services

If the websites include the following contents that are specified in Chapter 4 of the Advertisement Editorial Guidelines, you cannot create accounts.

- (1) Expressions/products/services that violate, or are likely to violate, laws and regulations.
- (2) Expressions/products/services that are contrary to social norms or public order and morals, that infringe on the rights of others or that cause a nuisance to others; including the following.
 1. Defamatory, libelous or derogatory towards others

2. Infringe on copyrights, trademarks, and other intellectual property rights, or are likely to infringe on those rights
3. Invade privacy or that do not give sufficient consideration to the acquisition, management, use, etc., of personal information
4. Discriminate against others or that violate human rights
5. Cause sexual harassment
6. Fraudulent, immoral or dishonest business operation
7. Include expressions that significantly arouse speculative spirits
8. Unscientific or superstitious advertisements causing confusion and uncomfortable feelings
9. Approve of, glamorize or encourage criminal activities
10. Advertised by anti-social forces
11. Frightful, cruel or psychotic advertisements causing uncomfortable feelings
12. Include explicit sexual expressions
13. Include ambiguous information about products/services
14. Violates, or are likely to violate, industry guidelines
15. Other advertisements that we consider inappropriate

(3) The following products/services

1. Sexual products/services
2. Suggests child pornography
3. Sexual procurement, or compensated dating information services, or advertisements that justify or encourage such activities
4. Drugs and medical equipment that are not approved in Japan
5. Substances commonly called non-controlled drugs or legal herbs
6. Counterfeit products or pirated products of branded products, such as fake brand-name products
7. Products mainly used as weapons, including firearms, ammunition, swords and other cutting tools, pepper spray and stun guns
8. Solicit users to join, or that introduce, a pyramid scheme
9. Solicit users to join, or that introduce, multilevel marketing

(including network businesses)

10. Products designed to enable illegal wire tapping and voyeurism, such as super micro cameras
11. Cashing services in the form of changing products purchased by a credit card into cash
12. Cigarettes and electronic cigarettes
13. Those with a record of severe violations in advertising expression

5. Other things that we consider inappropriate.

- (1) Accounts cannot be created if any improper advertising expressions or methods are found on the website.
- (2) In any cases that we consider inappropriate, advertisers will not be able to create an account.

Chapter 3. Standards for Created Accounts

Accounts that violate the following standards will be suspended.

1. Accounts that may perform unauthorized advertising judging from account registration preferences.
2. Repeatedly creating accounts that have a history of violations.
3. Accounts that create a large number of ads that violate the Advertisement Editorial Guidelines.
4. Accounts that repeatedly create ads that violate the Advertisement Editorial Guidelines.
5. Accounts that create ads that violate the Chapter 4 of the Advertisement Editorial Guidelines.
6. Accounts that use improper advertising expressions or methods.
7. Other accounts that we consider inappropriate.