



# Ethical Advertising Policy

## 1. Introduction

OC Media, we are committed to upholding the highest standards of integrity and responsibility in our advertising practices. These guidelines outline our approach to ensure that all advertisements are respectful, lawful, and align with the values of our editorial policy.

## 2. General principles

### a. Legality:

- All advertisements must comply with the laws and regulations of Georgia, Armenia, and Azerbaijan.
- Content promoting illegal activities or products, including but not limited to narcotics, unlicensed services, or counterfeit goods, will not be accepted.

### b. Transparency:

- Advertisers must clearly identify themselves in their ads. Anonymous or deceptive advertising will not be allowed.
- All advertisements and sponsored content will be clearly marked with labels such as 'Sponsored', 'Advertisement', or 'Paid promotion'. These labels will be prominently displayed at the top of the ad or sponsored

material, ensuring users can easily distinguish paid content from editorial content.

**c. Respect for communities:**

- Advertising content must respect the diverse cultural, religious, and linguistic values of the Caucasus.
- Content promoting hate speech, discrimination, or divisive messages will be rejected.

### **3. Prohibited categories**

**a. Political propaganda:**

- Politically charged ads and propaganda are prohibited.
- Advertisements from entities known for advancing political propaganda or aligned with positions aimed at undermining independent media will not be accepted. This includes organisations whose activities or reputations conflict with OC Media's commitment to editorial independence, transparency, and democratic values.

**b. Content that violates local laws:**

- Advertisements promoting tax evasion, unregistered entities, or activities considered illegal under local jurisdiction will be denied.

**c. Harmful products and services:**

- Tobacco or recreational drugs.
- Weapons or firearms.
- Prescription medication.
- Pyramid schemes, fraudulent financial services, or gambling services.
- Pornography or sexually explicit content.

**d. Exploitation and sensationalism:**

- Advertisements that discriminate against or marginalise any group based on race, gender, sexual orientation, religion, or ethnicity are strictly prohibited. Such content conflicts with OC Media's values of equality and its commitment to amplifying diverse voices.

- Advertisements that exploit vulnerable groups, such as children or disadvantaged communities, or use fear, shock, or exaggerated claims to manipulate audiences are not allowed.

e. **Misleading advertisement:**

- Advertisements that mislead the customer with false information.

## 4. Cultural and regional sensitivities

a. **Neutrality in conflict:**

- Ads must not exploit political or territorial disputes in the region. Content inciting tensions related to conflicts will be rejected.

b. **Environmental and social responsibility:**

- Advertisements promoting practices or products that cause irreversible environmental damage, or are related to illegal activities damaging the environment, such as illegal logging, poaching, or other unsustainable activities, are strictly prohibited.
- Companies engaged in significant environmental degradation, irresponsible exploitation of natural resources, or violations of labour and human rights will also be explicitly excluded from advertising with OC Media.

## 5. Approvals and reviews

a. **Content moderation**

- All ads will be reviewed by OC Media's editorial team to ensure compliance with these guidelines.

b. **Partnership termination**

- OC Media reserves the right to terminate partnerships with advertisers that breach these ethical standards.

## 6. Ethical advertising practices

a. **Truthful representation**

- Misleading claims and false advertising are strictly prohibited.

- Advertisers must present accurate and factual information in their ads. Claims about products or services must be substantiated with evidence.

**b. Fair competition**

- Ads that unfairly target competitors, defame other businesses or individuals, or create undue hostility in the market are not allowed.

**c. Inclusivity**

- All ads must strive to include diverse representation and avoid stereotypes based on gender, ethnicity, religion, or disability.

## **7. Alignment with OC Media's values**

We prioritise advertisements that:

- Promote education, health, and community well-being.
- Support sustainable businesses, social enterprises, and NGOs.
- Encourage cultural exchange and innovation in the Caucasus.

## **8. Review**

These guidelines will be updated periodically to reflect changes in regional laws, societal values, and best practices.