

Prohibited Content Policy

Summary

This page explains what content is not allowed in DAO.AD campaigns, creatives, and landing pages.

Before You Begin

- Role: Advertiser

Prohibited content rules

Advertisers must not promote content that violates DAO.AD policies, applicable laws, or third-party rights. Campaigns containing prohibited content may be rejected, paused, or permanently removed.

The following types of content are prohibited:

- Adult content, nudity, sexual acts, sexually suggestive creatives, and adult landing pages.
- Content involving minors in sexual or suggestive contexts.
- Violent, graphic, shocking, or offensive content, including blood, gore, torture, abuse, or dead bodies.
- Scare tactics, including fake virus alerts, security warnings, or claims about device problems.
- Fraudulent, deceptive, misleading, phishing, scam, or questionnaire-based offers.
- Illegal goods and services, including weapons, explosives, drugs, and related products.
- Malware, ransomware, spyware, auto-downloads, browser exploits, or malicious software.
- Fake system notifications, operating system updates, or technical support messages.
- Copyright or trademark violations, including unauthorized use of brands, logos, celebrities, or copyrighted materials.
- Cloaking, redirects, content substitution, or any attempt to bypass moderation.
- Hate speech, discrimination, harassment, or content promoting violence against individuals or groups.
- Advertising materials that violate local laws or regulations in targeted countries.

Enforcement

DAO.AD reserves the right to reject, suspend, edit, or permanently remove any campaign that violates these requirements. Repeated violations may result in account restrictions or account suspension.

Troubleshooting

Issue: My campaign was rejected

Solution:

- Review your creatives and landing pages for prohibited content.
- Ensure that your campaign complies with DAO.AD [Terms of Use](#).
- Remove any misleading, offensive, adult, illegal, or prohibited materials.
- Submit the campaign again for moderation.
- Contact DAO.AD [Support](#) if you need clarification regarding the rejection reason.

Issue: I am not sure if my content is allowed

Solution:

- Review the prohibited content rules on this page.
- Avoid using content that could be considered misleading, offensive, or harmful.
- Contact DAO.AD [Support](#) before launching the campaign if you are unsure.

Related

- [Terms of Use](#)
- [Refunds & Chargebacks](#)
- [Create Creative Push and Inpage Push](#)
- [Create a push campaign](#)

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