



CORE GLOBAL ADVERTISING AND SPONSORSHIP GUIDELINES

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1. General Principles

CORE is committed to unbiased, independent journalism. Accepting funds for advertising or sponsored content allows CORE to expand our coverage of global stories consistent with the Trust Principles. The following guidelines apply to all advertising and explain how CORE protects our journalistic integrity and the trust of our viewers and featured guests while working with advertisers and sponsors.

- No relationship with an advertiser or advertising deal will compromise CORE's strict compliance with the Trust Principles, which require independence, integrity, and freedom from bias.
- CORE's editorial staff will not create, edit, influence, or otherwise contribute to the production of advertising, nor will a CORE editorial staff member appear in any advertising.
- Advertisements will be clearly distinguishable from content created by CORE's editorial staff. If necessary to make the distinction, an advertisement will be prominently marked "Advertisement."
- Advertisers are responsible for the content of their advertisements. Their advertising must comply with all applicable laws, regulations and guidelines and must not be false or misleading.
- Advertisements do not reflect the views of CORE or its editorial staff. Even so, CORE reserves the right to reject or remove any advertisement if in CORE's opinion the advertisement is inaccurate, misleading or could harm CORE's reputation.

2. Display Advertising Guidelines

- The advertiser must agree to CORE advertising terms and conditions.
- Advertisers must confirm in writing they have the right to use any third party's intellectual property, e.g., trademarks, copyright, graphics, etc., and that they have cleared all rights of publicity to use a person's image or likeness.
- CORE trademarks may not be used in any third-party advertising without CORE's prior written consent.
- Advertising must match all CORE technical and creative specifications.



- CORE does not accept advertising that contains pictures or text advocating prejudice or discrimination based on race, national origin, religion, disability or handicap, gender, age, or sexual orientation.

3. Sponsored Advertising Guidelines

Sponsorship means a third-party finances in whole or in part CORE editorial content, like an event or content on CORE.live or the CORE apps, with a view to promoting the sponsor.

The following guidelines apply to content independently created by CORE's production department, but funded in whole or in part by a paying sponsor:

- Sponsorship of editorial content and events must be approved by the Board of Directors or their designee who will determine whether sponsorship is permissible based on the guidelines below.
- Accepting funding from sponsors to create editorially independent content may allow CORE to enrich our stories, expand our offerings for viewers, or explore previously examined story subjects in a new way or with a more in-depth analysis.
- CORE may accept funding from paying sponsors if we would produce the content even without the funding because it is important.
- CORE will agree to accept funding for content if the editorial leadership of CORE, agree that the sponsorship deal is consistent with CORE' editorial standards and the Trust Principles.
- Sponsored content must be editorially independent content that is just as valuable, unbiased, and reliable as all other CORE media content. This means:
 - a. At the beginning of a sponsorship deal, CORE and the sponsor may agree on broad subject areas for coverage. The sponsor may suggest more specific topics for CORE to cover, but CORE is not obligated to accept the sponsor's ideas and will do so only if, in CORE's editorial discretion, the topics are relevant and of legitimate interest to our viewers.
 - b. CORE producers, or journalists acting at the direction of CORE's editorial staff, will collect facts and information, and produce and edit the content without input or influence by the sponsor, to the same standards that apply to other CORE media content. CORE will not show copy to sponsors prior to publication.

4. Privacy: Cookies and Interest-based Advertising

4.1 Collection & Sharing of data.

Collection of personal information and use of cookies and tracking technologies must comply with CORE's Privacy Statement and CORE's Cookie & IBA Policy.



Among the key rules in those policies:

- CORE and our Advertisers must have a lawful basis for collecting personal information and may collect only the minimum amount of data needed. Cookie IDs, IP addresses, and other identifiers are personal information.
- Collection or use of special categories of data (such as, for example, age, location, biometric data, race, and political beliefs) must be approved by the CORE Privacy Office.
- CORE and our Advertisers must have a process in place to promptly respond to requests by data subjects to access or delete their data or opt out of the use or sale of their data.

4.2 Cookies and other data collection technology

Advertisers must have CORE's prior written consent to 'drop' cookies on users' computers or use pixels, web beacons, or any other data collecting technology, and those third-party mechanisms must be added to the CORE consent management tool.

In compliance with any local laws and regulations that require individual user consent, such consent must be obtained in advance. Neither CORE nor our Advertisers may use any tools to bypass user controls or the requirement of prior explicit consent.

Cookies and other data collection technology, and any data collected therefrom, may be used only in connection with advertising. Any deviation from this principle with any Advertiser must be reflected in a written agreement with the Advertiser that has been approved, in advance, by the CORE Privacy Office.

4.3 Interest-Based Advertising (IBA)

Interest-based advertising, also referred to as "targeted advertising," "personalized advertising," and "behavioural advertising," means personalized and/or targeted advertising is served based on the browsing history of the user, user profiles, and other information collected about them by CORE or our Advertisers and their partners.

All Interest-based advertising must comply with CORE policies (including the procedures outlined in the CORE's Privacy Statement and Cookie & IBA Policy), as well as industry best practices.

5. Labeling Guidelines Display Advertising

- Advertising must be clearly distinguishable from editorial and transparent to the user.
- Advertisements should not have the same look and feel as a CORE story, to avoid confusion on the part of the customer.
- Native advertisements must be marked "ADVERTISEMENT" at the top and, if necessary to distinguish it from editorial content, add a border or the advertiser's logo.



- CORE may require a disclaimer to distinguish the advertisement from editorial content.

Sponsored Editorially Independent content:

- Content: "This [content] was sponsored/sponsored in part by [Brand X]. It was independently created by CORE's editorial staff."
- Event: "This event was sponsored/sponsored in part by [Brand X]. It was independently produced by CORE's editorial staff."
- Promotion/use on CORE social media: "Sponsored by" CORE created content for the Sponsor:
- CORE social media promotion of custom/brand content: "Paid for and posted by"
- On Brand Site or Platform: White-labeled but if any reference to CORE, must be to CORE and add "This content is sponsored by [Brand X] and created by CORE".

6. Restrictions on Content/Advertising

CORE will not accept the following categories of advertising:

- **GAMBLING:** CORE does not accept advertisements for betting, lotteries or gambling unless it is for national or local government-sanctioned lotteries such as state-sponsored lotteries in the United States.
- **TOBACCO:** CORE does not accept tobacco, tobacco brand or tobacco product advertisements.
- **FIREARMS AND OTHER WEAPONS:** CORE does not accept firearm/weapons advertisements.
- **RELIGIOUS:** CORE does not accept advertisements from religious organizations.
- **POLITICAL:** CORE accepts public policy, government, and government agency advertising as well as advocacy ads, political party, or candidate advertising. Advocacy, political party, and candidate advertising cannot contain false or misleading information and should not create the impression that CORE is biased in favor of one candidate or policy over another. They must be clearly labeled as detailed above in the Labeling Guidelines. All advocacy, political party and candidate advertising should be vetted by the Ethics and Standards Editor and the Chief Marketing Officer. CORE reserves the right to turn down any political advertising at its discretion.
- **OBSCENE or PORNOGRAPHIC:** CORE does not accept advertising that it deems to be vulgar, indecent or in bad taste and /or contains erotic or primarily sexual content or purpose.
- **ALCOHOL:** CORE accepts alcoholic beverage advertising. It must follow relevant regional laws/guidelines.

The following guidelines apply to advertising of prescription drugs, diet drugs, diet regimens and other health products:

- CORE does not accept advertisements offering unsubstantiated claims.
- Pharmaceutical advertising to consumers must be in compliance with regional laws/guidelines such as FDA guidelines for Direct to Consumer (DTC) advertising in the U.S.

The public version of these guidelines is published on the CORE website.