



## GLOBAL ADVERTISING, BRAND COLLABORATION AND SPONSORSHIP GUIDELINES

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### A. GENERAL

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

#### Trust Principles:

1. 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.
2. CORE's editorial staff will not create, edit, influence or otherwise contribute to the production of advertising, nor will a CORE staff member appear in any advertising.
3. Advertisements will be clearly distinguishable from content created by CORE. If necessary to make the distinction, an advertisement will be prominently marked "Advertisement."
4. Advertisers are responsible for the design of their advertisements. Their advertising must comply with all applicable laws, regulations and guidelines and must not be false or misleading.
5. CORE reserves the right to reject or remove any advertisement if the advertisement is inaccurate, misleading or could harm the reputation of CORE.

### B. ADVERTISING TERMS AND CONDITIONS

Advertisers must agree to the following Advertising Terms and Conditions.

1. Advertisers must confirm in writing 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.
2. CORE trademarks may not be used in any third-party advertising without prior written consent.
3. Advertising must match all CORE technical and creative specifications.
4. 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.



### C. SPONSORSHIP GUIDELINES

Sponsorship refers to third-party financing toward the production of editorial content.

The following guidelines apply to content independently created by The Martine Dubin Company, creators of CORE, however funded in whole or in part by a paying sponsor. Sponsorship of editorial content and events must be approved by the Executive Producer and Creative Director who will determine whether sponsorship is permissible based on the guidelines below.

1. 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.
2. CORE will agree to accept funding for content if the Executive Producer and Creative Director decides the sponsorship is consistent with CORE editorial standards and the Trust Principles.
3. Sponsored content must be editorially independent content that is equivalently 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 will collect research and information to 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.

### D. PRIVACY GUIDELINES

1. Collection and sharing of data collection of information and use of cookies and tracking technologies must comply with the CORE Privacy Statement and CORE Cookie & IBA Policy. Among the key rules in those policies:
  - a. CORE and all 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 such as age, location, political beliefs etc. are considered personal information.)
  - b. CORE and all 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.
2. Cookies and other data collection advertising technologies, platforms and third-party mechanisms must have prior written consent by CORE to use cookies, pixels, web beacons, or any other data collecting technology.
  - a. In compliance with any local laws and regulations that require individual user consent, such consent must be obtained in advance.
  - b. 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.
3. Interest-Based Advertising (IBA) also referred to as targeted advertising, is served based on the browsing history of the user, user profiles, and other information collected by CORE, advertisers, and their partners. All Interest-Based Advertising must comply with CORE policies (including the procedures outlined in the CORE Privacy Statement and Cookie & IBA Policy), as well as industry best practices.



## E. LABELING GUIDELINES

1. 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, so as to avoid confusion on the part of the customer.
2. CORE may require a disclaimer to distinguish the advertisement from editorial content.

### Sponsored Content Labeling Examples:

- a. For content: "This [content] was sponsored/sponsored in part in by [Brand X]."
- b. Event: "This event was sponsored/sponsored in part by [Brand X]."
- c. Promotion of custom branded content: "Paid for and posted by"
- d. Display of editorial content on brand site or platform should be white-labeled, but any reference to CORE must be clearly given with the following statement "Content sponsored by [Brand X] and created by CORE."

## F. RESTRICTIONS

CORE will not accept the following categories of advertising:

1. **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.
2. **TOBACCO:** CORE does not accept tobacco, tobacco brand or tobacco product advertisements.
3. **FIREARMS / WEAPONS:** CORE does not accept firearm/weapons advertisements.
4. **RELIGIOUS:** CORE does not accept advertisements from religious organizations.
5. **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. CORE reserves the right to turn down any political advertising at its own discretion.
6. **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.
7. **ALCOHOL:** CORE accepts alcoholic beverage advertising. It must follow relevant regional laws/guidelines.
8. **DRUGS:** The following guidelines apply to advertising of prescription drugs, diet drugs, diet regimens and other health products:
  - a. CORE does not accept advertisements offering unsubstantiated claims.
  - b. Pharmaceutical advertising to consumers must be in compliance with regional laws and guidelines such as FDA guidelines for Direct to Consumer (DTC) advertising in the U.S.