



Advertising Restrictions

Spil Games will not accept any Advertisements on our websites or in our native/mobile games which are unlawful, harassing, libelous, abusive, tortious, defamatory, threatening, harmful, abusive, libelous, invasive of another's privacy, vulgar, obscene or otherwise objectionable material of any kind or nature or which is harmful to minors in any way. Spil Games will not accept any Advertisements which contain software viruses or other harmful, deleterious or corrupted computer code, files or programs such as trojan horses, worms, time bombs, cancelbots, or hoaxes.

Spil Games does not except any cookie dropping from any partner and does not allow advertisements from the following categories:

Cosmetic Procedures & Body Modification

Includes lifts, suction, lasers, hair removal and restoration, tattoos, and body modification.

Alcohol, Drugs & Supplements

Includes pharmaceuticals, vitamins, supplements, and related retailers; does not include resources providing information about drugs.

Misleading banners

Like get Rich Quick, Schemes promising fast earning, promotion of fake documents such as fake IDs, passports, or social security cards, promotion of miracle cures.

Politics

Includes politics or controversial social issues; does not include ads for news organizations that are not generally associated with a partisan viewpoint on issues.

Gambling

Advertisements may not promote sports bets, memberships or enrollment in online gambling sites, or any related content.

References to Sex & Sexuality

Includes ads that are sexually suggestive, relate to sexual and reproductive health; does not include normal pregnancy resources.



Religion

Includes religious ads and ads advocating for or against religious views; does not include astrology or non-denominational spirituality.

Ringtones & Downloadables

Mobile add-ons including ringtones, and other downloadable goodies such as screensavers and wallpapers for desktop PCs and profile layouts and graphics for social networks.

Weight Loss

Includes weight loss, dieting, and related products and programs; doesn't include healthy eating or general fitness ads.

Tobacco

Includes all types of ads on tobacco or any products containing tobacco, any products that form a component part of a tobacco product (e.g. rolling paper, pipes, tobacco filters) and/or products to simulate tobacco smoking (such as herbal cigarettes, electronic cigarettes).

Dangerous products or services

Includes explosives, guns (any functional devices that appear to discharge a projectile at high velocity, whether for sport, self-defense, or combat) and other weapons.

Film trailers aimed at adult audiences (on GirlsGoGames)

UK: Includes trailers for movies that are rated 12A, 12, 15, 18 and R18

USA: Includes trailers for movies that are rated PG-13, R, or NC-17

CAN: Includes trailers for movies that are rated 14+, 18+

AUS: Includes trailers for movies that are rated M, MA15+, AV15+, R18

FR: Includes trailers for movies that are rated -16, -18

DE: Includes trailers for movies that to show a disclaimer displaying the sentence "Die nachfolgende Sendung ist für Zuschauer unter 16/18 Jahren nicht geeignet" before transmission

IT: Includes trailers for movies that are marked with a Red Logo – recommended for older viewers.

NL: Includes trailers for movies that are rated 12, 16



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BE: Includes trailers for movies that are rated 12, 16

SE: Includes trailers for movies that are rated "Not Approved or 15"

ES: Includes trailers for movies that are rated +16, +18

PL: Includes trailers for movies that are rated 16, 