

UNIFORM ADULT KEYWORD POLICY

Effective November 19, 2001

For purposes of the Adult Keyword Policy, “Adult Keyword” means:

- (a) a Keyword that links to a website displaying content that primarily and/or from its homepage (i) offers, sells or otherwise makes available, directly or indirectly, any adult, sexually explicit or obscene goods, materials or services, or (ii) otherwise displays any obscene or sexually explicit information or materials (collectively, an “Adult Website”); or
- (b) a Keyword that itself constitutes characters that are or reasonably may be interpreted to be adult, sexually explicit or obscene.

All sellers of Keywords must ask the Registrant to indicate the appropriate audience for the content to which the Keyword will point: Adult, Children, or General Audiences.

