

Advertising and Content Publication Rules

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Controlling language: Français / French / Frans

The French version is controlling. In case of any discrepancy between language versions, the French version prevails unless mandatory law provides otherwise.

SPEC CONSTRUCTION TECHNOLOGIE SRL

Chaussée de Roodebeek 206, 1200 Woluwe-Saint-Lambert, Belgique

Entreprise / Ondernemingsnummer / Enterprise No.: 0844.731.626

TVA / BTW / VAT: BE 0844.731.626

E-mail: sct@sctwebcare360.com

Web: sctwebcare360.com

Sommaire / Inhoud / Contents

1. Professional content only
2. Accuracy and transparency
3. Rights in media
4. Videos
5. Prohibited categories
6. Moderation consequences
7. Reporting

1. Professional content only

Ads must relate to genuine professional activity. Private consumer classifieds, dating/companionship ads and non-professional activity are not permitted.

2. Accuracy and transparency

- Correctly identify the business and offer.
- Do not conceal material costs or conditions.
- Do not use fake certificates, reviews, promotions or misleading statements.
- Use the correct category and geographic area.
- Clearly label paid/sponsored prominence when applicable.

3. Rights in media

The advertiser warrants that it has all necessary rights to texts, logos, trademarks, photos, videos, music, voices and other uploaded material and does not disclose third-party personal data without an appropriate legal basis.

4. Videos

Plan	Number	Maximum duration
Basic	1	15 s
Pro	1	20 s
Premium	2	20 s each

Videos are subject to technical validation, processing, resolution/format limits and moderation. Media that is pending, rejected or hidden must not be available as normal public content.

5. Prohibited categories

- Pornography, sexual services, escort and explicit sexual content or exploitation.
- Dating and matchmaking/companionship services.
- Unlawful or unauthorised gambling.
- Alcohol, tobacco, vape and nicotine where prohibited by Platform policy.
- Drugs, psychoactive substances and unlawful products.
- Weapons, ammunition, explosives and prohibited dangerous goods.
- Scams, pyramids, unauthorised finance/credit and misleading profit claims.
- Counterfeit/stolen goods, forged documents, unlawful account/data sales.
- Prescription drugs, unlicensed medical practice and fake therapies.
- Paid political campaign propaganda, extremism, hate, discrimination and incitement to violence in line with Platform policy.
- Phishing, malware, spam, impersonation and IP infringement.
- Any content illegal in the target country or contrary to these Rules.

6. Moderation consequences

Content may move through draft, review, approval, rejection, hiding, suspension or removal. Material changes may trigger re-review. Repeated violations may lead to posting restrictions or account suspension.

7. Reporting

Public content includes reporting mechanisms where technically supported. Potentially illegal content uses the DSA notice route; contractual violations use the rule-violation reporting route.

