

Alcohol Marketing & User Safety



Commitment to Safety

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Policies Protecting Minors

X's global terms of service set the minimum age to use the service at 13, and X automatically offboards anyone who submits a date of birth meaning that they are under the age of 13.

X has 3 policies which protect Minors from Alcohol Advertisements:

1. **Prohibited Content for Minors Ads Policy** - prohibits knowingly marketing or advertising alcohol content to minors.
2. **Brand Safety Policy** - prohibits Alcohol video content from monetization in our X Amplify Videos Program.
3. **Alcohol Ads Policy** - any advertisement for alcohol content that is allowed under the country -specific information below must in addition comply with additional rules such as:
 - Not target minors or encourage, suggest, or entice underage drinking
 - Not use characters, sports-persons, celebrities, or images/icons appealing to minors
 - Not use minors or pregnant women as models in advertising
 - Not imply that drinking in excess is good, or that alcohol has therapeutic, relaxing, or stimulative properties

For a full list, please refer [here](#).

Advertisers must also comply with **Age Screening** on X to determine online whether a follower meets a minimum age requirement in a way that is consistent with relevant industry or legal guidelines.



Enforcement Actions

X proactively enforces Brand Safety policies to prevent pre-roll adjacency to unsuitable related publisher videos (Alcohol included) in our X Amplify Program through:

- Machine Learning review of every publisher video monetized
- Manual human review of every publisher video
- Transparency of all publishers in our marketplace
- Control to block specific publishers or categories
- Hand select content through Amplify Sponsorships
- Educating Publishers on our Safe for Ads Content Guidelines + Brand Safety and Suitability Best Practices

Age Assurance



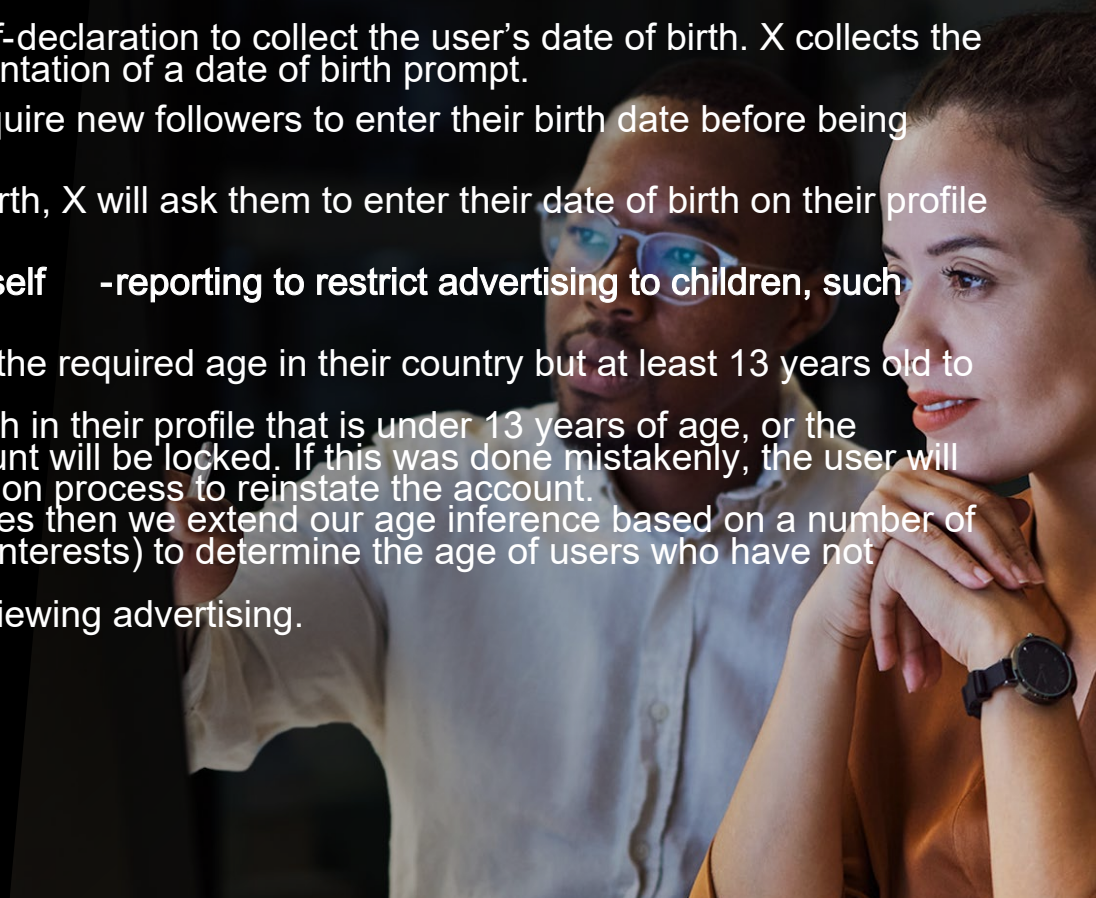
X's age assurance process first relies on self-declaration to collect the user's date of birth. X collects the user's date of birth through the neutral presentation of a date of birth prompt.

For Advertisers, X has a solution that will require new followers to enter their birth date before being permitted to follow their account.

If a user has not already entered a date of birth, X will ask them to enter their date of birth on their profile page settings.

X has methods in place in addition to users self-reporting to restrict advertising to children, such as:

- Terms of Service require people to be the required age in their country but at least 13 years old to use X.
- If a user adds or changes a date of birth in their profile that is under 13 years of age, or the required age in their country, the account will be locked. If this was done mistakenly, the user will need to go through an identity verification process to reinstate the account.
- X uses the birthdates provided in profiles then we extend our age inference based on a number of attributes (e.g. accounts followed and interests) to determine the age of users who have not provided their birthdays.
- X restricts non-registered users from viewing advertising.



Partnerships that Safeguard



Parent/guardian controls guidance:

- X collaborated with Internet Matters, an organization launched with the specific intention of supporting parents and guardians to navigate the digital landscape, to develop a parental controls guide.
- This guide provides step-by-step instructions for parents to manage their child's account. These instructions allow parents to protect their child's posts and help prevent children from receiving abusive or inappropriate content.

Third Party Verification:

- X has validated age segments with Nielsen with approximately 60-90% accuracy for each segment. Accuracy for individual campaigns will vary and will depend on other targeting parameters applied by the advertiser. The larger the age range, the more accurate it is and vice versa. X's on-target percentages generally align – if not exceed – Nielsen digital ad ratings norms.
- X also works with regulators, industry groups, advertisers, and users to verify our policies meet their needs and comply with applicable law.

Appeals Process and Complaints



- **User/Parental Reporting of Underage Users:**
 - X allows users to report other users who they believe are under the age of 13.
 - X has set up a dedicated workflow to permit any user to report an account that they suspect is being used by a minor under the age of 13 <https://help.x.com/en/forms/safety-and-sensitive-content/underage-user>
- **User Reports for advertisements:**
 - Users can report content in the X timeline or through this [Help Center form](#). X will prioritize and review reported content.
- **Appeals for advertisements:**
 - Advertisers can appeal for disapproved advertisements through the Ads Manager dashboard and the [Ads Help Center](#).