

## Vestigio Services. Advertisement. Terms and Conditions

Vestigio Services is an independent and privately owned company that provides an exclusive service to international clients in the United Kingdom. Our holistic approach is reflected in several media channels that are used to reach and provide bespoke services for international clients eyeing at the United Kingdom but also to engage and represent the wider community of potential customers interested in our offer.

Vestigio Services has introduced advertising space on its website. For this reason a set of guidelines and safeguards has been established.

The Vestigio Services website is only one way for businesses and organisations to reach customers. The blog *Далекая, близкая Англия* offers a further opportunity to reach potential customers or people who are simply interested in lifestyle information related to Russia and United Kingdom.

If you wish to take advantage of these opportunities on the Vestigio Services website, the *Далекая, близкая Англия* or require further information, please contact the Operations by email at [media@vestigio.co.uk](mailto:media@vestigio.co.uk).

### 1. Introduction

To protect the reputation of Vestigio Services, its partners, and to protect the customers, a set of guidelines is required for the carrying of advertisements.

### 2. Scope

These guidelines apply to the carrying of advertisements on websites operated by Vestigio Services.

### 3. General Principles

Advertisers must ensure that each advert complies with all relevant rules of law, regulations or codes of practice. In particular the adverts must adhere to the codes of conduct laid down by the Advertising Standards Authority - in both letter and spirit.

The adverts must contain nothing which is in any way defamatory, obscene or illegal or which infringes copyright or any other intellectual property rights or other rights belonging to a third party or which if published or displayed would constitute a breach of contract or confidence or the publication or display of which is for any reason unlawful.

All adverts must be accurate, decent, honest and truthful and created with a sense of social responsibility.

Vestigio Services will not carry any advert that may detract from its brand or identity. Adverts may only use the Vestigio Services' name or brand with the written permission of one of the directors by email [media@vestigio.co.uk](mailto:media@vestigio.co.uk)

Vestigio Services has the right at its discretion to decline to publish, or omit, change the position of, any advertisement otherwise accepted for insertion or placement on the websites it operates or manages. Vestigio Services will use its reasonable efforts to comply with advertisers wishes although Vestigio Services will give no representation, warranty or undertaking as to the date of insertion or placement, the wording or the quality of the colour or mono reproduction of an advertisement.

#### 4. General exclusions

Vestigio Services will not carry advertisement:

- For gambling services (excluding lotteries carried out for charitable purposes)
- Adult sexual or pornographic services
- For 'get rich quick' schemes
- For alcohol and tobacco
- That discriminates on the grounds of race, religion, sex, disability or age.
- That is of a political nature.

#### 5. Technical requirements

Vestigio Services will use fixed banners that are displayed on the agreed websites and the advertisements need to be provided in either .jpg or .png format using the following formats:

- width 728 pixels x height 90 pixels for site wide bottom page display
- width 320 pixels x height 250 pixels max for individual side page display
- width 192 pixels x height 60 pixels for blog side page display

Where some of the formats are not applicable for the campaign Operations will inform the advertiser

#### 6. Approval of Advertisements

Prior to approval, an advertisement will be need to be submitted to the Director of Operations for approval by email at [media@vestigio.co.uk](mailto:media@vestigio.co.uk)

Once approved, the advertisement will be processed. If not approved, the Director of Operations will provide written reasons for refusal. Any advertiser may ask for the decision to be reviewed by the Vestigio directors; however following any review the director's decision will be final.

In addition to any rights the directors may have, the directors shall be entitled, not to carry or continue to carry and where necessary remove the whole or any part or parts of an advert, in the following circumstances and without liability or having to tell the advertiser. These includes at directors' sole discretion that:

- The advertisement is unlawful, misleading, offensive, inflammatory, fails to meet the requirement of paragraph 4 of this guideline or otherwise does not comply with the general principles set out in paragraph 3 of this guideline.
- The advertisements conflicts with the aims or policies of Vestigio Services or its directors
- The advertisement is situation inappropriate
- The advertisement is prejudicial or discriminatory against any group or individual - including, but not limited to; age, race, religion, disability, gender, sexual orientation or nationality
- The advertisement interferes with the users experience online or puts a user at risk
- The advertiser has contravened any of the regulatory requirements of Vestigio Services
- The advertisement is likely to expose Vestigio Services to claims, prosecution, criticism or disrepute or cause Vestigio Services embarrassment

- The advertisement infringes the legal rights of others, and or infringes the intellectual property of others.

#### **7. Availability of Websites**

Vestigio Services will arrange for the websites operated and managed to be made available. However computers and telecommunications systems are not fault free and may occasionally require periods of downtime (during which the websites shall not be available) for repair, maintenance, and upgrading and the Vestigio Services cannot guarantee uninterrupted availability. Vestigio Service will however endeavour to minimise any such periods of non-availability. All advertisers must understand and accept that they will have no claim for breach of contract or otherwise in respect of any such period of unavailability.

#### **8. Non-commercial offering**

Vestigio Services will, where possible, seek the opportunity to give relevant businesses and interested individuals the opportunity to position online advertisement at no cost for a limited period of time and in return of reciprocity or future consideration.

#### **9. Contact Details**

You can contact [media@vestigio.co.uk](mailto:media@vestigio.co.uk) for further information or refer to the Vestigio Services website for additional ways of getting in touch.

#### **10. Monitoring And Review**

Vestigio Services will review these guidelines annually.