

SAMSUNG TV APPS CONTENT GUIDELINES FOR APPS FOR THE TV APPSTORE

Summary: This document describes the content policies for that are submitted to Samsung TV Application Store.

Applies To: All applications for the US market.

APPLICATION CONTENT GUIDELINES

Any one submitting an application (hereafter "Provider") shall comply with all local applicable advertising laws, regulations, and industry practices.

Application Guidelines

Applications that, in the sole discretion of Samsung, have the following issues shall be rejected

- Difficulty loading
- Actually or potentially crashes
- Limited in use or relevance in conjunction with any Samsung device
- Applications that are inconsistent with the description provided
- Duplicative with currently available
- Predominately intended to advertise, market, or sell other products
- Potentially or actually cause damage to any Samsung device while in use
- Difficult to understand by an end user
- Difficult to navigate through the Application user interface
- Inconsistent with the high quality standards or strategy of the Samsung TV App store

Content Guidelines

Provider may not offer or include in the Application, any content of the type designated below as "Inappropriate Content". Inappropriate Content includes any of the content included in the Application that promotes, endorses, displays (via audio, video or text) or otherwise sanctions any of the matters listed below unless provided solely for the purpose of conveying newsworthy information.

- Spyware, adware, or other malicious programs or code
- Counterfeit goods
- Items subject to embargo or regulations
- Racially, sexual orientation, or religiously discriminative or offensive materials
- Hate materials
- Materials urging, demonstrating, illustrating or showing acts of terrorism or violence
- Materials urging, demonstrating, illustrating or showing illegal acts
- Goods made from protected animal/plant species
- Recalled goods
- Hacking/surveillance/interception/descrambling equipment
- Alcoholic beverage-related material
- Cigarettes and tobacco related material
- Illegal drugs and paraphernalia
- Involves unauthorized or unapproved use of any others', including Samsung, intellectual property
- Guns and weapons of harm
- Unlicensed sale of prescription drugs
- Unlicensed or unauthorized medical, legal, tax or other professional devices
- Obscene materials, pornography, prostitution, body parts and bodily fluids

- Stolen products and items used for theft
- Fireworks, explosives, and hazardous materials
- Government IDs, police item
- Professional services regulated by governmental licensing Agencies
- Non-transferable items such as airline tickets or event tickets
- Weapons and accessories
- Gambling-related
- Involves an implied affiliation, association or endorsement by, or favored status with, Samsung
- Any other material that Samsung, in their sole discretion, believes not to be consistent with the Samsung TV Application Store Strategy

Samsung, in its sole discretion, will determine what constitutes Inappropriate Content under this Agreement. We reserve the right to change these guidelines at any time, and will post any material changes to these guidelines as soon as they go into effect. Please refer back to these guidelines on a regular basis.

ADDITION OF APPS TO THE APPSTORE:

An app that has passed the Samsung QA process may be placed in any one of the following termed categories based on the following definition:-

- 1) **Videos**:- An App will be categorized under **Video** Category, if the content is solely Video based irrespective of being 'On- demand' or 'non-live' and the contents being either 'movies' or 'TV shows' and either legally published or streamed by the Content Partner.
- 2) **Games**:- An App will be categorized under **Game** Category, if the content is solely for amusement or pastime or an activity that involves skill, risk and has a defined set of rules for completion.
- 3) **Sports**:- An App will be categorized under **Sports** Category, if the content is solely based around an athletic event of competitive nature irrespective if the content is of video type, game type or information type and/or that requires physical exertion.
- 4) **Lifestyle**:- An App will be categorized under **Lifestyle** Category, if the content is solely used for the purpose of enhancing the user/users mode of living.
- 5) **Information**:- An App will be categorized under **Information** Category, if the content is used for describing an event that has occurred or will occur or if it pertains to artwork or images.
- 6) **Education**:- An app will be categorized under **Education** Category, if the content material is related to kids (age group 18 or below), academics, skill enhancement etc.

Samsung, in its sole discretion, will determine what category an App shall be positioned in. We reserve the right to change these categories at any time, and will post any material changes to these guidelines as soon as they go into effect. Please refer back to these guidelines on a regular basis.

REMOVAL OF APPS FROM THE APPSTORE:-

Samsung retains the right to remove Apps from Samsung Apps at Samsung's sole discretion. Samsung considers the following reasons as among those that would lead to App removal:

- 1) Content that is illegal under applicable local law reason being; no distribution rights, offensive and or violent content, sensitive topics such as etc.

- 2) Content that classifies under Pornography, obscenity, nudity, prostitution and/or any act of sexual activity.
- 3) Content that depicts hatred and/or defames and/or slanders and/or threatens one/more specific community in the society and/or that can incite violence.
- 4) Content that can invade privacy and violates the right of publicity.
- 5) Content that can harm the device with spyware, adware or other malicious programs/codes.
- 6) Content that depicts illegal substances, activities/violent/hazardous/sensitive issue/tobacco/alcohol /offensive/indecent/addictive/stolen items.
- 7) Content that can violate intellectual property rights including patents, trade secrets, trademarks and other propriety items of any party.
- 8) Content that is inconsistent with the Samsung TV Application Store strategy, in Samsung's sole discretion.