

Advertising prohibitions

Advertising must be seen as a responsible activity and is therefore subject to an advertising code of ethics. For professionals, this means setting boundaries for themselves, considering the consequences of their actions and adhering to certain ethics in the messages that they deliver.

In fact, advertising, by its nature, presents a dual moral issue.

Firstly, because of its own language serving what are deemed to be commercial interests, using seduction and ambiguity. Boundaries are necessary to stop it descending into deception.

And secondly, because there is an audience in advertising, and that audience must be respected by ensuring the social acceptability of the messages.

This is why all poster designs are submitted to Clear Channel for approval. The Company has full discretion with regard to the rejection of any proposed advertisement or advertising.

The agreement is also concluded subject to the condition subsequent of a negative opinion issued by the Jury d'Ethique Publicitaire [Belgian Advertising Standards Board], concerning the misleading, immoral or poor taste of a poster.

In general, advertising must be fair, **decent**, honest and truthful to earn the trust that the audience must be able to place in it.

The following types of content may not be displayed:

- Content that is immoral and contrary to accepted principles of good conduct
- Political content, in particular three months prior to election periods
- Religious content
- Advertising of medicines is only allowed for OTC (over the counter) medicines

Moreover, in the text of the poster, the Customer undertakes to comply with the regulations relating to the use of languages, i.e. a visual must be in Dutch only in the municipalities of Schoten, Hoeilaart, Tervuren, Kortrijk and Schilde.

Finally, if the billboard is to be located on private land, it could be removed from the booking in the event that the buyer is a direct competitor of the owner of the land. All 2m² billboards in the street are on public land and therefore the restriction does not apply to this format.