



Terms and conditions of use of Quantium Targetable Segments

These terms and conditions of use (**'Terms of Use'**) contain the terms which govern the advertiser's (**'you'** and **'your'**) access to and use of Quantium targetable segments (**'Targetable Segments'**) for the duration of your use of the Targetable Segments as set out in your agreement with Quantium's authorised third party partner including in an insertion order (**'Term'**).

1. Scope and restrictions

1.1 Acknowledgement

You acknowledge that:

- (a) The provision of access to Targetable Segments to you under these Terms of Use is made possible by Quantium's licence to use and analyse certain third-party data; and
- (b) Quantium may withdraw access to any Targetable Segments without notice at any time and for any reason.

1.2 Advertising Restrictions

You must not use any Targetable Segments:

- (a) in any advertising campaign, or for the purpose of advertising or otherwise promoting:
 - (i) a Woolworths Competitor or a NAB Competitor;
 - (ii) any entity listed on the Client Blacklist;
 - (iii) any product or service in an Excluded Category;
 - (iv) any product or service marketed under or in association with an Excluded Brand;
 - (v) any Excluded Content; and
- (b) in connection with any Conquesting

1.3 No tagging or augmenting

You must not:

- (a) flag, tag or otherwise identify or attempt to identify or otherwise replicate a Targetable Segment or any part of or content derived from a Targetable Segment in any database or information system under your direction or control;
- (b) reverse engineer or build parallel audiences to circumvent the Activation of any Targetable Segments under these Terms of Use;
- (c) tag Targetable Segments in any way that would enable you to build your own standalone segments or to infer that an individual (whether or not identifiable) is a customer of a particular Data Provider;
- (d) use Targetable Segments to append to, or augment, other information you hold, or to which you have reasonable access, for the purpose of producing interest-based profiles or other commercial applications; or
- (e) produce or use alternative data identifiers or create parallel audiences that you infer have comparable interests or preferences to those within a Targetable Segment;

whether during the Term of these Terms of Use or subsequent to the Term.

1.4 Takedown notice

You agree that Quantium may issue a takedown notice in relation to any Digital Advertisement following Activation of a Targetable Segment that is not in accordance with these Terms of Use. The relevant Digital Advertisement will be removed no later than 24 hours after receipt of the notice.

1.5 Client Blacklist

You agree that in the event of persistent or repeated non-compliance by you of these Terms of Use, Quantium may place you on a Client Blacklist, and that Quantium may notify third parties as to your inclusion on that Client Blacklist, and that for the period that you are included on the Client Blacklist you may be precluded any form of access or use by you, or to your benefit (whether pursuant to these Terms of Use or pursuant to any other agreement or arrangement with other third parties) of Targetable Segments.

2. Intellectual property rights

2.1 IPRs

You agree that all trade secrets and rights in other intellectual property rights, whether registered or unregistered, including without limitation copyright, rights in relation to inventions (including patents), know how, trademarks, business names, domain names, designs, circuit layouts and all other rights resulting from intellectual activity in the industrial, scientific, literary or artistic fields (each and all '**IPRs**') in the Targetable Segments remain at all times Quantum's property, members of its Group or its Data Providers (as appropriate). Quantum does not assign or licence (other than permitting use in accordance with these Terms of Use) any of these IPRs. Your right of use of these IPRs is limited as stated in these Terms of Use.

2.2 Data Provider acknowledgement

You acknowledge and agree that Targetable Segments, may have been developed from, or include confidential information and IPRs, owned by the Woolworths Group or the NAB Group. You agree that:

- (a) Targetable Segments comprise the confidential information of Quantum and are made available to you, subject to, and as expressly permitted by, the terms of these Terms of Use. All rights not expressly granted to you are expressly reserved to Quantum;
- (b) Woolworths and NAB do not give any guarantee or warranty and will not have any liability for any use or disclosure by you of any Targetable Segments derived from Woolworths Data or NAB Data;
- (c) Targetable Segments may not be copied or distributed or otherwise disclosed or made available in any way except strictly in accordance with these Terms of Use;
- (d) the remedies available to a member of the Woolworths Group (in respect of Woolworths Data contained in Targetable Segments, or a member of the NAB Group (in respect of NAB Data contained in Targetable Segments) include equitable remedies (including an injunction) and may be ordered in the favour of a member of the Woolworths Group or NAB Group regardless of whether Targetable Segments have been combined with other information; and
- (e) any reputational risk to the Woolworths Group or NAB Group as a consequence of your use of a Targetable Segments may extend beyond the application of the Targetable Segments.

3. Confidentiality and publicity

3.1 Confidential information

In these Terms of Use, ('**Confidential Information**') means information that Quantum may disclose formally or informally in connection with these Terms of Use and includes (but is not limited to) information which is expressly stated to be confidential information and which you ought reasonably to know is treated as confidential, the nature and terms of these Terms of Use, the Targetable Segments, and other information relating to Quantum's (or its Data Providers') trade secrets, ideas, concepts, know how, knowledge, algorithms, modelling, technology, business, financial dealings, assets, liabilities, transactions, finances, strategy, methods, methodologies, processes, workings, products, services, customers or other affairs of any members of their Group, but excludes information which is known to the public or otherwise becomes part of the public domain (other than due to breach of an obligation of confidence owed by you under these Terms of Use).

3.2 Confidential information to be kept confidential

You agree that the Confidential Information is valuable to Quantum and its Data Providers and agree to keep the Confidential Information confidential, secret, and protected, not to disclose it to a third party, and only to use the Confidential Information to the extent allowed by these Terms of Use.

3.3 Compliance with directions

You must:

- (a) comply with Quantum's reasonable directions in relation to the Confidential Information; and
- (b) promptly notify Quantum if you suspect or become aware of any unauthorised copying, use or disclosure of the Confidential Information.

3.4 General compliance

You agree that you will, and will ensure that members of your Group (and each of their employees, officers, contractors, representatives or agents) will put in place procedures and systems which are reasonable, appropriate and are good industry practice, but are still no less rigorous than those adopted by you for your own confidential information, to ensure that the Confidential Information is not used by anyone or disclosed to anyone.

3.5 Destruction of confidential information

At Quantum's request, Confidential Information must be:

- (a) delivered to Quantum in the form we reasonably request; or
- (b) destroyed, with certification of the destruction of materials where and to the extent that the materials contain IPRs and Confidential Information and the materials are either in your possession, power or control or the possession, power or control of persons who have received materials directly or indirectly from you.

3.6 Equitable relief

You agree that the remedies available to Quantum include equitable remedies (including an injunction) and may be ordered in Quantum's favour regardless of whether Confidential Information has been combined with any other information.

3.7 Publicity

You agree that neither you nor members of your respective Group and employees, officers, contractors, representatives or agents of any of them will publicise or release any information in connection with these Terms of Use and provision of the Targetable Segments or refer to Quantum or its Data Providers in any offering, promotion, advertising, web site, presentation, media release or statement, publication or communication of similar nature, except with Quantum's or the Data Provider's prior written consent.

4. Safeguards and privacy

4.1 General safeguards

You must:

- (a) not modify, adapt, reproduce, copy, disclose, publish, communicate, re-sell, sub-licence or otherwise make available the Targetable Segments to any third party;
- (b) take all reasonable steps to protect the Targetable Segments from any misuse, unauthorised use, interference, destruction, modification, loss, processing destruction, alteration or disclosure which is not permitted under these Terms of Use; and
- (c) implement and maintain administrative, physical and technical safeguards to prevent any use of Targetable Segments to assist or facilitate the identification of the Personal Information of individuals from Targetable Segments, or any use of Targetable Segments to augment profiles of individuals.

4.2 Privacy compliance

You must comply with, and you must ensure that, members of your Group and your employees, officers and authorised contractors, representatives or agents comply with, and in a manner which does not cause Quantum or any of the Data Providers to contravene:

- (a) the Privacy Act 1988 (Cth) and any other applicable privacy or data protection laws, regulations and guidelines as issued by a regulator from time to time that relate to the collection, handling (including use, disclosure, storage and retention), security and access and correction rights, and notification of suspected or actual data breaches of or relation to Personal Information ('**Privacy Laws**');
- (b) any additional privacy or data protection laws, regulations, codes or undertakings to a regulator by which Quantum or its Data Providers are bound;
- (c) any directions Quantum reasonably gives as to compliance with Privacy Laws and steps reasonably required to effect compliance;
- (d) the Australian Consumer Law set out in the Competition and Consumer Act 2010 (Cth);

- (e) codes and guidelines published and issued from time to time by the Association for Data-Driven Marketing & Advertising Ltd or the Interactive Advertising Bureau Australia Limited; and
- (f) other codes or guidelines published from time to time in jurisdictions in which you conduct your business that are reasonably considered to represent best industry practice.

4.3 Up to date Privacy Policy

You must have in place and maintain an up-to-date privacy policy and privacy notice in compliance with applicable Privacy Laws (including where applicable, a disclosure of the use of anonymous identifiers for targeted advertising or matching purposes, and obtaining applicable consents where required). You must at all times comply with your privacy policy and privacy notice.

4.4 Directing advertisements

You must ensure that the means of serving or delivering Digital Advertisements to existing or prospective End Users does not involve any disclosure of Personal Information.

4.5 No re-identification

You agree that you will not:

- (a) use or disclose any Targetable Segments in a way that may be a use or disclosure of Personal Information of any individual, including without limitation whether the individual is a customer of a Data Provider (such as Woolworths or NAB);
- (b) take any step to use, or facilitate any person to use, any Targetable Segment or information that is provided to you under these Terms of Use to identify the Personal Information of any individual or to assist or facilitate any person or process where the Personal Information of any individual might become reasonably identifiable; or
- (c) attempt to find or use a method of compiling or use or reverse engineer any Targetable Segment in any way, whether through combination with other information or data sources or otherwise, that might allow the Personal Information of any individual to become reasonably identifiable.

4.6 Notification of concerns, complaints and breaches

You agree that you will notify Quantum in writing as soon as is reasonably practicable of any concern or complaint relating to compliance or alleged non-compliance with Privacy Laws or any other reasonably suspected or actual contravention of requirements in this clause 4, including without limitation any circumstances where the Personal Information of any individual is identified or becomes reasonably identifiable. In this clause, 'concern or complaint' means a concern or complaint which is likely to be material to us whether financially or due to possible impact upon Quantum's reputation and good standing.

5. Termination

5.1 Termination for convenience

Quantum may terminate access to Targetable Segments at any time which will effectively terminate these Terms of Use immediately.

5.2 Termination for cause

Quantum may, without affecting in any way other rights we may have against you, immediately terminate these Terms of Use on written notice to you if, during the Term of these Terms of Use, you breach a term of these Terms of Use, or default in the performance of any obligation under the these Terms of Use, and that breach or default is not remedied within seven (7) Business Days after the date on which notice of the default or breach is given by us to you.

5.3 Our immediate termination rights

Subject to clause 5.4, you acknowledge and agree that Quantum may terminate this Terms of Use or cease providing services to you immediately (including by withdrawing or deleting any and all Targetable Segments from you and any other third party), if Quantum reasonably believes that:

- (a) you have breached (other than a trivial breach) a term of these Terms of Use and that breach is incapable of appropriate remedy;
- (b) continuing supply of Targetable Segments under these Terms of Use may result in a breach of law (including Privacy Laws);

- (c) continuing supply of Targetable Segments to you poses a material threat to the information security and confidentiality of Targetable Segments; or
- (d) continuing supply of Targetable Segments to you poses a material reputational risk to Quantum or a Data Provider (including without limitation a member of the Woolworths Group or NAB Group).

5.4 Your specific obligations

If at any time, during the term of these Terms of Use, you know or believe that you have committed an act or omission which may constitute a breach of these Terms of Use, you must:

- (a) promptly notify Quantum in writing; and
- (b) rectify the act or omission within a period of 7 Business Days (or Quantum may terminate your access to Targetable Segments after such period), unless the breach is likely to cause material reputational damage to Quantum or a member of the Woolworths Group or NAB Group, in which case Quantum may terminate access immediately.

5.5 Consequences of termination

On termination of these Terms of Use for any reason, you must:

- (a) immediately cease using or Activating Targetable Segments; and
- (b) comply with any other reasonable direction notified by Quantum in writing, including the formulation of a transition plan with respect to the use or Activation of Targetable Segments by you if you have an existing campaign booked or underway.

5.6 Survival

All clauses which either expressly or by implication are intended to survive the Term of these Terms of Use will continue to apply after the Term of these Terms of Use ends.

6. Warranties and liability

6.1 Suitability of Targetable Segments

You must satisfy yourself as to the suitability of any Targetable Segment for your business purposes. Quantum and the Data Providers exclude any responsibility for, and give no warranty in relation to the accuracy, completeness or appropriateness of any Targetable Segment for your business purposes.

6.2 Exclusion of Warranties

All express or implied warranties, representations, guarantees, statements, terms and conditions relating to the Targetable Segments which are not included as such in these Terms of Use are excluded to the maximum extent allowed by law, subject only to express statements made in these Terms of Use. Without limiting the above, you acknowledge that Quantum and the Data Providers make no representation as to the quality, fitness for purpose, usefulness, reliability, timeliness, accuracy or profitability of the Targetable Segments and that you have not been induced by any statement, warranty or representation made by Quantum or on our behalf. However, nothing in these Terms of Use excludes, restricts or modifies any right or remedy, guarantee, warranty or other term or condition, which may at any time be implied or imposed by any law which cannot be lawfully excluded, including the Australian Consumer Law (being a **'Non-Excludable Provision'**).

6.3 Non-Excludable Provision

If any Non-Excludable Provision cannot be excluded (and your remedy for a breach of the Non-Excludable Provision can be limited), then Quantum's liability for breach of the Non-Excludable Provision is limited to the supplying of the services again or the supply of equivalent services, or the payment of the costs of having the services supplied again.

6.4 Limit of liability

If Quantum or any person for whom it is responsible under these Terms of Use incurs any liability to you, then Quantum's maximum liability for each and all (aggregated and in total) allegation, debt, cause of action, liability, claim, proceeding, suit or demand of any nature whatsoever arising whether present or future, fixed or unascertained, actual or contingent arising in contract (including under an indemnity), tort (including negligence), statute, equity or otherwise, arising directly or indirectly in connection with this Agreement, is limited to \$1,000.

6.5 Liability exclusions

Quantum is not liable for any damages resulting from loss or corruption of data, loss of revenue, loss or business, loss of use, opportunity, loss of profits, failure to make savings, and business interruption, whether arising directly or not; and any indirect, consequential, special, punitive, or incidental loss or damage of any nature is expressly excluded even if that loss or damage may reasonably have been in the contemplation of the parties at the time of entry into this Agreement, whether that loss or damage is claimed in contract, tort or under any applicable law.

6.6 No liability to third parties

You agree that Quantum is not liable to any third party in relation to the use of any Targetable Segments and you agree to indemnify us from and against any claim by any third party in relation to any such use or reliance.

7. General

7.1 Assignment

You may not assign, sub-license or otherwise transfer the benefit of these Terms of Use without Quantum's prior written consent.

7.2 Severability

If any clause or part of any clause is held by a court to be invalid or unenforceable, that clause, or part of a clause, is to be regarded as deleted from these Terms of Use and these Terms of Use otherwise will remain in full force and effect. This clause has no effect if the deletion alters the basic nature of these Terms of Use or is contrary to public policy.

7.3 Variation

Quantum may vary these Terms of Use at any time in our sole discretion.

7.4 Governing Law

These Terms of Use are governed by the laws of New South Wales. Each party submits to the non-exclusive jurisdiction of the New South Wales courts.

8. Interpretation

8.1 Definitions

In these Terms of Use, the following words have the following meanings:

Activate or Activation means the use of a Targetable Segments by you with Digital Media Inventory to serve Digital Advertisements.

Advertiser means any entity that authorises the serving of a Digital Advertisement to an End User, and includes any entity that acts as agent for, or on behalf of, the first-mentioned entity.

Behavioural Segment means a list of Non-Identifiable Individuals (with no Digital Identifier) created by us according to certain attributes, transactions, behaviour, preferences and/or interests of those non-identifiable individuals.

Business Day means a day on which banks are open for banking business in Sydney, New South Wales, not being a Saturday or a Sunday.

Client Blacklist means a list of entities that are not permitted to access any Targetable Segments, maintained by Quantum in accordance with requirements of its Data Providers.

Conquesting means the intentional targeting of a Digital Advertisement by an Advertiser at purchasers of a single competitor's products or services. By way of illustration, this would include Coke™ advertising to a (hypothetical) Targetable Segment that is Pepsi™ buyers.

Data Provider means Woolworths, NAB and any of Quantum's other data partners from time to time.

Digital Advertisements means any form of digitally displayed media, visual, audio or audio-visual, text, image or video (or combination thereof) advertisements or promotions to promote brand, products, offers, services, or messages.

Digital Audience means a collection of Digital Identifiers that relate to a group of Non-Identifiable Individuals.

Digital Identifier means a unique digital or online identifier for a Non-Identifiable Individual or an individual's device that enables the delivery of Digital Advertisements to that individual (or device) without the knowledge or use of any Personal Information about that individual.

Digital Media Content means any form of media, visual, audio or audio-visual, text, image or video content (or any combination thereof), that is published, delivered or made available on any digital media channel (now or in the future) or via any platform, including social media services and digital media services and content that is accessible by, or delivered to, any digital device.

Digital Media Inventory means any advertising space or digital inventory available to Advertisers for the placement of Digital Advertisements.

End User means an individual end-user of Digital Media Content who is targeted by your Digital Advertisements.

Excluded Brands means

- (a) any product, brand or grouping of products or brands listed in Schedule 1 as varied from time to time by Quantum in these Terms of Use and
- (b) any other entity or brand that sells, promotes or offers products or services that are substantially similar to those entities listed in Schedule 2 or the Excluded Categories listed in Schedule 1.

Excluded Categories means

- (a) any product, brand or grouping of products or brands listed in Schedule 1 as varied from time to time by Quantum in these Terms of Use; and
- (b) any product, brand or grouping of products or brands substantially similar to the items listed in Schedule 1.

Excluded Content means any of the content listed in Schedule 3 as varied from time to time by Quantum in these Terms of Use.

Financial Product has the meaning given to it in Division 3 of Chapter 7 of the Corporations Act.

Financial Services means any of the following: retail and business banking, funds management, wealth management, institutional banking, superannuation, merchant and investment banking, home loans, personal loans, asset and fleet finance/leasing, consumer and business lending, finance origination and introduction, credit cards, charge cards and debit cards, insurance (excluding health and general insurance), finance-specific smart, rechargeable and pre-paid cards, consumer and corporate payment systems.

Financial Services Provider means an entity who provides Financial Services either directly or as part of a white label offering as either issuer, offeror or agent. For the avoidance of doubt, an entity which provides a Financial Service or Financial Product as an ancillary part of its principal business is not a Financial Services Provider.

Group in relation to an entity means

- (a) the Ultimate Holding Company of that entity;
- (b) that entity; and
- (c) each other Subsidiary of the Ultimate Holding Company of that entity.

NAB means National Australia Bank Limited ABN 12 004 044 937.

NAB Competitor means any:

- (a) Financial Services Provider; or
- (b) third party in respect of its Financial Services activities, in the Territory, which is not a member of the NAB Group.

NAB Data means transactional data, customer attribute data and digital identifiers licensed from the NAB Group from time to time and any derivation, aggregations or analyses derived from that data.

Non-Identifiable Individual means an individual's Personal Information is not identified, or reasonably identifiable.

Personal Information means information or an opinion (including information or an opinion forming part of a database), whether true or not, and whether recorded in a material form or not, about an individual whose identity is apparent, or can reasonably be ascertained, from the information or opinion and any other

information which is regarded as personal information under any Privacy Laws relevant to the parties' relationship under these Terms of Use or any other agreement.

Quantium means The Quantium Group Pty Limited, ABN 45 102 444 253 and its Group companies.

Targetable Segment means a group of Non-Identifiable Individuals that:

- (a) has been created through the combination of a Digital Audience and a Behavioural Segment; and
- (b) enables the delivery of Digital Advertisements to that Digital Audience which target the attributes, transactions, behaviour, preferences or interests of the individuals that comprise that Behavioural Segment.

Subsidiary has the same meaning as in the Corporations Act 2001 (Cth).

Ultimate Holding Company has the same meaning as in the Corporations Act 2001 (Cth).

Woolworths means Woolworths Limited ABN 88 000 014 675.

Woolworths Competitor means any person to the extent it carries on business (and only to that extent) under any of the following banners (or a similar name or any name resulting from a re-branding of the stores trading under those banners):

- (i) Wesfarmers;
- (ii) Coles;
- (iii) K Mart;
- (iv) Target;
- (v) Bunnings;
- (vi) Metcash;
- (vii) IGA;
- (viii) Amazon;
- (ix) Office Works;
- (x) First Choice Liquor;
- (xi) Vintage Cellars;
- (xii) Aldi;
- (xiii) Costco;
- (xiv) Cellarbrations;
- (xv) Shell; and
- (xvi) any additional person nominated by Woolworths and Quantium from time to time and updated in these Terms of Use.

Woolworths Data means point of sale transaction data, customer attribute data and digital identifiers licensed from the Woolworths Group from time to time, and any derivation, aggregations or analyses derived from that data.

Schedule 1 – Excluded categories

- Pharmaceuticals, whether prescription or otherwise, that are dispensed by a pharmacist
- Contraceptives
- Tobacco (including smoking cessation products)
- Alcohol and liquor
- Gambling
- Government Services which are related to the following categories:
 - Racial or indigenous;
 - Welfare or Social Services;
 - Military, intelligence and law enforcement;
 - Immigration and border security;
 - Aged care;
 - Disability, mental health and rehabilitation;
 - Human rights;
 - Finance, tax and audit;
 - Complaints tribunal, courts and law e.g. ombudsman;
 - Workplace relations, Industrial Relations, unions and employment;
 - Privacy;
 - Organ and tissue donors;
 - Family and diversity;
 - Health Services as defined below
 - Australian Electoral Commission (as they also do referendums, plebiscites, etc.)
 - Defense & Intelligence Services (e.g. ASIS, ASIO)
- Family Court
- Dating Services
- Data services that are competitors to Quantum
- Legal Services
- Medical Services which are in the following categories: laser clinics, tattoo parlours, alternate therapies and treatments
- Health Services which are in the following categories:
 - alternative health;
 - mental health;
 - cosmetic health or cosmetic surgery;
 - sexual health; or
 - prescription and scheduled medications;
 - any services relating to diabetes, cancer or heart attacks
- Aged Care Services
- Non QSR Food Retail
- Political Parties (for example, Liberal, Labour, Greens, One Nation), and political propaganda/content in general;
- Discount and Variety stores
- Education, other than in relation to Digital Advertisements for reputable service providers such as accredited Australia Universities, TAFE and other similarly reputable institutions
 - Australian National University
 - University of Canberra
 - University of New England
 - Charles Sturt University
 - Southern Cross University
 - University of Newcastle
 - Australian Catholic University
 - Macquarie University
 - University of New South Wales

- University of Sydney
- University of Technology, Sydney
- University of Western Sydney
- University of Wollongong
- Charles Darwin University
- Griffith University
- Queensland University of Technology
- University of Queensland
- Bond University
- University of the Sunshine Coast
- CQ University
- University of Southern Queensland
- James Cook University
- Carnegie Mellon University
- Flinders University
- University of Adelaide
- University College London
- University of South Australia
- Torrens University Australia
- University of Tasmania
- Federation University of Australia
- Deakin University
- La Trobe University
- RMIT University
- Monash University
- Swinburne University of Technology
- University of Divinity
- University of Melbourne
- Victoria University
- University of Notre Dame Australia
- Curtin University
- Edith Cowan University
- Murdoch University
- University of Western Australia

Schedule 2 – Excluded brands

- Coles
- Coles Online
- BILO
- Aldi
- Harris Farm
- Foodland
- Foodworks
- IGA
- Lidl
- Costco
- Macro Wholefoods
- First Choice Liquor
- Liquorland
- Vintage Cellars
- Cellarbrations
- Bottlemart
- IGA Liquor
- Coles Express
- 7 Eleven
- Star Mart
- Kmart
- Target
- Harris Scarfe
- The Reject Shop
- Daiso
- Dimmeys
- Discount Drugstores
- Organisations or entities that operate websites, apps, services, or are otherwise commercially associated with Excluded Content unless otherwise approved in writing.
- Shavershop
- Hairhouse Warehouse
- Groupon
- Catch Group
- Vitamin King
- Discount Vitamin Warehouse (Chemist Warehouse)
- Experian
- AIMIA
- Acxiom
- Kantar Media
- Red Planet
- Velocity
- Bella Box
- David Jones, but only in respect of any food, grocery or health and beauty offerings or products
- Shaver Shop
- Tom Waterhouse
- William Hill
- TAB
- Centrebet
- Priceline
- Supabarn
- Petbarn
- My Pet Warehouse

Schedule 3 – Excluded content

Content is Excluded Content if it relates, or could reasonably be considered to relate to, to the following categories:

- Adult Content and Services, including suggestive and explicit content;
- Music or Video Illegal Download Sites;
- Content promoting, offering or otherwise relating to alcohol;
- Profanity, offensive, discriminatory or defamatory language, or language that would otherwise offend or is inconsistent with community standards;
- Drug use, whether illegal or legal in respect of OTC Pharmaceuticals;
- Gambling, including competitions, sweepstakes, raffles, casino betting etc;
- Hate speech, or other language that constitutes racial vilification'
- Sexual health;
- Juvenile, gross or bizarre content (e.g. stunts, pranks);
- Tragedy and conflict (e.g. war, violence, missing persons, or accidents), excluding charity related to the same;
- Firearms or weapons;
- Religion
- Inappropriate use of Woolworths or NAB branding;
- Mention of a Woolworths Competitor or a NAB Competitor;
- No mention of data disclosure or inferred knowledge of attitudes or behaviours (i.e., we know you drink Coke so we thought you might like Sprite).