

# Advertising code of practice for posting ads

XING lets you decide who can see your ads.  
Promote your products and services efficiently so you  
always reach the right people.

Hamburg, September 2023

## The XING advertising code of practice

XING provides this advertising code of practice so that its members can expect consistent and reasonable advertising conduct, in turn upholding its responsibility towards its members. The XING advertising code of practice is a binding policy for XING advertising customers, while also forming the basis for XING's ad approval process. Ads submitted for posting will be approved or rejected by XING on the basis of the following criteria and at XING's sole discretion. XING is at liberty to reject ads if deemed unreasonable for posting on the XING platform for reasons other than those stated in this advertising code of practice.

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## 1. General rules

- Ads are reviewed prior to posting on XING to ensure they comply with this advertising code of practice. Reviews generally take one working day to complete.
- Ads must describe the product and/or service being promoted in a clear and unequivocal way.
- Ads must not have a misleading title, content or wording.
- Ads must not be used to trick or mislead users, or to harm users in any other way. Ads must not redirect users to landing pages which primarily serve to collect and store data about users, or to send users unsolicited advertising.
- Ads and their respective content must not violate applicable German law, particularly industrial property rights, copyrights, trademarks, patents, registered design or utility model law, personality rights, youth protection law or other legal provisions, and must observe pertinent laws and all third-party rights.

## 2. Design

- Ads must not in any way imply that they have been created by XING, i.e. they must not contain the XING word mark or the XING logo.  
Exceptions:  
XING Ambassadors may use the XING word mark or the XING logo to promote content relevant to XING. In addition, the XING word mark may be used to promote a profile or job ad linked to the XING platform. However, XING reserves the right to review ads in individual cases and, if necessary, reject them.
- Ads must not urge individual or all XING members to undertake a certain action by giving the impression that other members or persons have already undertaken the same action.
- Any and all images, photos, graphics and videos used in ads must be suitable for use in an ad, i.e. they must not be distorted or blurred. Image rights must be definitively clarified.

### 3. Content

- Ads must not use any illegal or legally protected content, e.g. protected by copyright, trademark, patent, registered design or utility model law, and must not promote, offer or sell goods or services without permission to do so. Ads must not violate personality rights or other legal provisions, and must observe pertinent laws and all third-party rights.
- The following content is prohibited explicitly and without exception: Racist, violent, violence-glorifying, politically extremist, sexist, discriminatory or otherwise offensive or objectionable content, or content breaching youth protection law. In addition, content which insults, denigrates, threatens or discriminates against individuals or groups of people, religious views or companies in any way is also prohibited.
- Pornographic content and imagery, including nude photos, any and all images portraying physical and sexual violence, acts of violence, acts of war, victims of violence, war or natural disasters are also prohibited.
- Furthermore, ads must not use any unconstitutional imagery, symbols or content. Ads must not have any content relating to or associated with arms or espionage and surveillance equipment, and must not contain any phishing links or disguised software (malware).
- Ads must not promote or encourage people to undertake anti-competitive actions. Progressive customer acquisition practices such as chain distribution systems, multi-level (network) marketing or pyramid sales are also prohibited explicitly.

## **4. Prohibited content**

- Ads may be rejected at any time if they promote any of the following:
  - Direct promotion of social networks and job boards
  - Political parties or their agenda
  - Illegal/immoral offerings or indexed products
  - Network marketing, multi-level marketing, referral marketing, pyramid sales or chain distribution systems
  - Affiliate or AdSense marketing and systems
  - Redirect providers and services without any obvious destination link
  - Erotic, flirting and dating services/portals
  - Retailers whose products are not in line with XING's business context
  - Petitions of any kind

## **5. Language**

- Ads must use appropriate language. Obscene, vulgar or inciting language is prohibited.
- Ad copy must use full sentences or groups of words which are grammatically and syntactically correct so that readers can understand the content immediately.
- Ads containing a slogan or similar excerpt from an advertiser may be permitted to deviate from the provisions here in Section 5 on a case-by-case basis.

## 6. Links

- Ads must link to the promoted product or service either via XING or a state-of-the-art website.
- Links to websites are prohibited if the site owner has not given prior permission to do so. Links must not invoke pop-ups, other similar applications or automatic downloads. The linked website must not impair the user's browser functionality.
- The linked website must not prevent the user from returning to the originating website. The user must also be able to close the linked website in the usual manner at any time.
- The use of tracking services such as Doubleclick or similar services is expressly permitted provided the target URL is clear to the user.

## Contact

Are you interested in targeted advertising?

Are you looking to provide XING members with a special offer that's within your budget?

If the answer is yes to both of these questions, you've come to the right place!

Go ahead and post an ad today: [www.xing.com/xas](http://www.xing.com/xas)

If you have any questions,  
please e-mail  
[advertising@xing.com](mailto:advertising@xing.com)

Or call  
+49 40 419 131 562\*

For more information about promoting your products and services on XING,  
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