

ISACA Advertising Policies

Review Process

To maintain the professionalism and integrity of ISACA, ad will not run until approved through our ad review process, which checks your ad against the policies detailed below. If your ad is rejected, we will notify you of the reason and you can edit your ad to comply with our policies and resubmit.

Prohibited Content

- **Inappropriate content.** We value diversity and respect for others, and we strive to avoid offending users, so we do not permit ads or destinations that display shocking content or promote hatred, intolerance, discrimination, or violence. Ads must use language appropriate for professionals and use correct spelling and grammar.
- **Prohibited Products.** We do not allow the promotion of products or services that cause damage, harm, or injury. Ads for fake documents and related services are prohibited. We do not advertise adult content, alcohol, copyrighted content, counterfeit goods, drugs and related products, fake documents, gambling, hacking and cracking, health matters, , occult pursuits, political or religious content, scams, questionable downloads, tobacco, weapons, and fireworks.
- **Educational Programs.** Advertisers cannot advertise an educational program such as a degree program or certification program as that is in competition with ISACA. All direct competitor advertising, e.g., ISACA-related certification training and review manual ads, is prohibited in online advertising and sponsor copy. Such competitor advertising is accepted for print advertising in the Journal.
- **Upcoming Conferences or Seminars.** Advertisements for conferences and seminars held within 30 days of ISACA conferences are prohibited.
 - However, advertising of a similar conference/seminar by advertisers who are not formally affiliated with ISACA is permissible if the conference/seminar is not being held in the same state, province or country as one that is sponsored by ISACA either two months prior to or one month after an ISACA multiday event.
- **Copyright Infringement.** Ads must not use copyrights belonging to third parties unless express permission has been granted by the copyright owner.

Prohibited Practices

- **Trademarks.** Advertisers shall not use trademarks in your ads that you are not legally permitted to use.
- **Clickbait.** Advertiser shall not deceive, confuse or otherwise degrade the experience of members who click on their ad. The domain of your Display URL must match the domain of your Destination URL. All members must be sent to the same destination URL and landing page from a click on your ad. Advertisers must not send members to a landing page that generates a pop-up. For electronic advertising that directs the user to a URL, the landing page must include a link to the advertiser's privacy policy and the page must be secure (https://).
- **Phishing.** You may not use an ad to promote a website that tricks a user into providing personal or other information.

Compliance & Approval

ISACA requires that advertisers comply with all applicable laws, regulations, industry codes and this Policy and any other applicable ISACA guidelines. We recommend that you familiarize yourself with and keep up to date on these requirements for the places where your business operates. Privacy. Advertisers are responsible for complying with applicable privacy and data protection laws and regulations.

Advertisements are subject to ISACA's final approval. All questions about acceptance should be directed to the ISACA advertising team. When ISACA finds content that violates the requirements described in this Policy, we may block it from appearing, and in cases of repeated or egregious violations, we may stop you from advertising with us. This Policy may change at any time.