TapMind Publisher Policies

Version 1.1. Effective 12 November 2026

These Policies apply to every publisher using TapMind's Services (our SDK and its mediation adapters, advertising tags, ad server, video player and platform) on any Digital Property: a website, mobile app, connected-TV or streaming (OTT) app, app pre-installed on a device, streaming-audio or podcast app, or digital out-of-home screen ("you"). They form part of your agreement with the TapMind company you have contracted with (the "TapMind Entity"), which acts for TapMind Technologies Private Limited. TapMind may update them on 30 days' notice; the current and prior versions are at `tapmind.com/legal/publisher-policies`.

1. Privacy notice and consent

1.1 You must maintain a publicly accessible privacy policy for each Digital Property that discloses TapMind Technologies Private Limited as the controller of the data the Services collect, the categories of data collected for that type of property, the purposes, the advertising partners enabled, and how users can exercise their choices, using the disclosure text TapMind provides or its equivalent.

1.2 Where the law of a user's country requires consent for the storage of information on a device or browser, for advertising identifiers, for approximate location or for personalised advertising, you must obtain it before the related features operate, through a consent management platform that supports the applicable IAB framework and lists TapMind and each enabled partner as vendors, or through your own notice passed to TapMind through the Services' consent interfaces.

1.3 Where the Services are integrated through advertising tags in your ad server or other systems, you must configure those systems to populate TapMind's consent and privacy-signal parameters on every request.

1.4 You must never alter, suppress, spoof or delay the privacy signals your users or the device, browser or app platform set, and you must not use any feature in a way that circumvents a user's choice.

1.5 You must keep consent records where the law requires (time, text shown, mechanism) and make them available to TapMind on request in connection with a regulatory inquiry.

2. Identifiers, location and data transmitted to TapMind

2.1 You must transmit to TapMind only the data described in the Data Processing Addendum for the relevant property type. The TapMind SDK collects by default only the data listed in its published documentation for the version you integrate; features that go beyond the defaults operate only after TapMind enables them for your Digital Property.

2.2 On tag-based properties (websites, CTV/OTT, pre-installed and audio apps), you must configure your systems to pass only resettable advertising identifiers with their type, and never serial numbers, MAC addresses, hardware identifiers, precise geolocation, or user-provided data; identifiers may be passed only where the user's choices and the law permit.

2.3 You must not inject identifiers, user data or tracking parameters into TapMind's requests or creatives, and you must not pass TapMind any information about a user that you hold, such as age, gender or interests.

2.4 Before approximate device location is enabled for a mobile app, you must hold the user's location permission for the app for your own purposes, declare in your Google Play Data Safety section or Apple privacy label that approximate location is collected and shared for advertising, and confirm the declaration on the TapMind platform; the Services never read precise location and reduce the location on the device before it is sent.

3. Platform, store and inventory compliance

3.1 You must keep your Google Play Data Safety section, Apple privacy labels and any equivalent platform disclosures accurate for the Services using the mapping TapMind provides, and update them within 30 days of a release that changes the mapping.

3.2 You must comply with Google Play's Ad ID policy, Apple's App Tracking Transparency requirements, and the advertising-identifier policies of each TV, streaming or device platform you distribute on, including honouring resets and limit-ad-tracking settings and never linking an advertising identifier to a persistent identifier.

3.3 You must publish and maintain, within 30 days of onboarding, the ads.txt (websites) or app-ads.txt (apps, including CTV/OTT and audio apps) line TapMind issues for your Digital Property, keep it current when TapMind notifies a change, and keep app bundle identifiers, store URLs and identifier-type values accurate in the inventory you make available. TapMind lists you in its sellers.json file as a publisher seller unless you ask in writing to be listed as confidential.

4. Children and age-sensitive properties

4.1 You must accurately declare on the TapMind platform whether each Digital Property is directed at children, includes children in its declared audience, is enrolled in Google Play's Families program, Apple's Kids category or an equivalent platform program, or is likely to be used by a significant number of users under the age of majority in its principal markets, and update the declaration within 30 days of any change.

4.2 TapMind does not provide the Services to mobile apps in the first three categories and will refuse or remove them from the platform.

4.3 You must set the device, browser or app platform's child-directed and under-age-of-consent flags where applicable, and pass them through your ad server on tag-based properties; requests carrying such a flag receive contextual advertising only.

4.4 If a regulator or platform determines your property is child-directed, you must notify TapMind within 30 days.

5. Use of the Services software

5.1 You may use the SDK, adapters, tags, ad server integrations and video player only as documented; you must not modify, reverse-engineer or bypass them, extract or persist identifiers from them, read or alter the files and preferences they store, or use them on any property other than those registered on the platform.

5.2 You must stay within supported versions; TapMind may stop serving versions it has retired after 90 days' notice on the developer portal, and the SDK will not serve ads when it runs below the minimum version TapMind has set.

5.3 You must not use the Services to collect data TapMind does not collect.

5.4 The SDK may store ad creatives in the operating system's cache directory for up to 24 hours to display ads reliably; you must not read, copy or redistribute cached creatives.

6. Prohibited content and traffic

6.1 You must not use the Services on properties that are illegal in their distribution markets, that infringe third-party rights, that contain or promote hate, violence, sexual content involving minors, or that mislead users.

6.2 You must not generate invalid traffic (bots, undisclosed incentivised interactions, click farms, forced or deceptive ad interactions, hidden or stacked ads, auto-refresh beyond permitted limits, spoofed apps, devices or inventory).

6.3 You must not misrepresent inventory (for example, declaring web inventory as CTV, or a mobile web page as an app).

6.4 TapMind may withhold payment for invalid or misrepresented traffic under the Agreement.

7. Attestation and cooperation

7.1 You must complete and confirm the platform attestation truthfully for each Digital Property and keep it current.

7.2 You must forward user requests concerning TapMind within five business days and cooperate with TapMind in responding to regulatory inquiries.

7.3 You must notify TapMind promptly of any complaint or inquiry that concerns TapMind's processing.

8. Enforcement

8.1 Breach of these Policies is a breach of the Agreement. TapMind may apply the enforcement ladder in section 9, up to suspension or termination, and may report invalid traffic to industry bodies.

8.2 Where the breach is a privacy-notice, consent, declaration or identifier-transmission failure, TapMind may disable identifier or location features for, or stop serving, the affected properties immediately and without liability.

9. Enforcement ladder

Notice and 14 days to cure; then identifier and location features disabled for the affected properties; then property suspended; then publisher account suspended; then termination. TapMind may skip steps for invalid traffic, misrepresented inventory, children-safety violations, or legal exposure.

Changes in Version 1.1

No change in substance from Version 1.0 of 5 November 2026, which remains available in our archive. Clauses 1.1 (privacy notice), 3.1 (store disclosures) and 4.3 (children's flags) are in the form first published on 5 November 2026; they replace the corresponding wording of the Publisher Policies published in October 2026, which no publisher signed.