

**Title: WQA Advertising Policy****Scope:**

This Advertising Policy applies to all WQA's digital and printed assets. Examples of assets include but are not limited to pages on WQA's websites, Convention Program Guide, the WQA Career Center, the WQA e-newsletter for members, pre-roll video ads and audio ads on WQA podcasts.

**Reference Documents:**

- [WQA Code of Ethics](#)
- [WQA Code of Conduct](#)

**Policy Conditions:**

1. Advertisements will not be accepted if they violate in any way the letter or spirit of the WQA Code of Ethics or the WQA Code of Conduct, to which all advertisements with WQA must strictly adhere.
2. Advertisements will not be accepted if the message, image or any other aspect of the ad promotes services in direct competition with services offered by WQA.
3. Advertisements will not be accepted if the advertisement conflicts with WQA's purpose, business model, strategic plan, or mission, and/or if the advertisement contains one or more of the prohibited types of information identified below.

**NOTE:** Consistent with the foregoing, WQA, in its sole and absolute discretion, shall itself make any and all determinations on compliance matters respecting this Advertising Policy, and on the acceptance or discontinuation of any advertisements with WQA.

The following content is prohibited: Any text, image, video or audio that:

- 1) Would be contrary to the WQA Code of Ethics (COE), specifically:
  - I. "Product performance, benefits or other claims, either written or verbal, shall be based on factual data obtained from tests conducted by technically competent personnel utilizing verifiable scientifically valid test procedures. These data must be available in writing at the time such claims are made."
  - II. "Advertisements or marketing materials and practices, either verbal or written, shall be true and accurate in their entirety. Not only shall each sentence or statement, standing alone and separately considered, be literally true, but the combined overall effect of the materials shall also be accurate and not misleading."
- 2) Makes claims that cannot be verified by WQA.
- 3) Demeans or attacks any race, gender, orientation, religion, country or culture.
- 4) Uses or depicts obscene gestures, nudity, or sexual behavior.

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12-09-2020

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- 5) Depicts excessive violence, shocking or sensational behavior, gambling, pornography, alcohol, tobacco or that would promote products or actions that are illegal.
- 6) Contains deceptive claims or omissions, or false or misleading statements.
- 7) Promotes counterfeit, fake, or imitation products that cannot be verified by WQA.
- 8) Directs users to malware or harmful codes.
- 9) Deceives users into providing personal information without their knowledge and appropriate disclosures, notices, and protections.
- 10) Is contrary to the values of the WQA Code of Conduct which requires *“a fundamental respect for the rights, dignity and respect of all persons”* and a commitment *“to providing environments free of physical and verbal harassment or bullying.”*

**If WQA is made aware that an advertisement contains any of these prohibited items, it will take reasonable steps to remove such advertisements.**

**Additional Criteria:**

In addition to these prohibitions:

1. WQA may refuse ads that do not conform to accepted website standards.
2. Acceptance of advertisements by WQA will not indicate support or an endorsement of any product or service offered by the advertisers.
3. An advertisement must clearly identify the sponsor and accurately describe the product or service being offered.
4. All advertisers must comply with all laws and regulations applicable to the advertising, marketing and sale of its products and services.
5. WQA accepts no responsibility if a product or service is found to be defective or is not delivered as promised.
6. All claims and statements made in advertisements must be properly substantiated, supported in writing (where applicable by study or science), and available to WQA when requested.
7. Content that is created, provided or influenced by an advertiser must be clearly marked as “provided by” the advertiser or “sponsored content.”

**WQA website Exceptions:**

1. Some elements of WQA’s website may not be appropriate for advertisements and such pages would be deemed off limits for ad placements.
2. Some ads may provide links to other web sites. These other sites are maintained by third parties and are not under WQA’s control.
3. WQA may offer programmatic or retargeting advertising opportunities to advertisers, but WQA does not share personally identifiable information about individual website visitors.