



Publisher Guidelines

[Guidelines For Click.net Downloadable Applications](#)

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These guidelines are designed for publishers who offer or looking to offer downloadable Applications, such as toolbars

I. General Requirements

1. All downloadable Applications, Syndication Affiliates, and Bundled Applications must be approved in advance by Click.net and it's partners
2. If Click.net or its partners uncover suspected non-compliance with these guidelines, an Application, or in some cases all of a publisher's Applications, will be subject to enforcement procedures, including but not limited to, termination of the publisher's agreement.
3. Click.net or it's partners may require, in its sole discretion, that an Application receive Certification through a third party certification program approved by Click.net or it's partners

II. User Consent

1. User consent must always be obtained prior to the initial download and installation. Installations without user consent are prohibited.
2. User consent to download and install must be obtained for each Application.
3. All user notices must be in plain language and prominently displayed.

III. Notices and Disclaimers

1. The publisher must provide a **primary notice** to the user that clearly discloses specific behaviors such as:
 - a. Redirecting the user's Internet searches;
 - b. Adding a toolbar to the user's web browser or modifying the functionality of the browser or desktop;
 - c. Changing the user's home page, default search provider, or error page handling, or otherwise modifying browser settings;
 - d. Changing the user's default provider, web proxy, security or Internet settings; or
 - e. Causing known material adverse effects on system performance for typical users.
2. The publisher must provide an **end user license agreement and privacy statement** that:
 - a. Is conspicuous and ensures that users understand what they are downloading; and
 - b. Explains functionalities that impact the user experience.

IV. Uninstalling Applications

1. Instructions for uninstalling must be easy for the user to find and understand.
2. Methods for uninstalling must be available in places where users are accustomed to finding them, such as the Add/Remove Programs feature in the Windows Control Panel, and the name of the Application should be the same as the one listed during the download/installation and on the Application itself.
3. Uninstalling the Application must remove all files associated with the particular Application being uninstalled, and cannot be contingent on a user's providing personally identifiable information, unless that information is required for account verification.

V. Unacceptable Activities

Publishers may not do any of the following:

1. Take control of a user's computer maliciously by:

- a. Sending unsolicited computer information or material to others;
 - b. Accessing, hijacking or otherwise using the computer's modem or Internet connection or service, and thereby causing damage to, the computer or causing the owner or authorized user, or a third party defrauded by such conduct, to incur charges or other costs that are not authorized by the owner or user;
 - c. Using the computer as part of an activity performed by a group of computers that causes damage to another computer;
 - d. Delivering advertisements that cannot be closed without turning off the computer or closing all other sessions of the Internet browser; or
 - e. Using hacking software in order to gain administrative-level access to a computer and use it in an unauthorized manner.
2. Modify the security or other settings that protect user privacy or otherwise cause damage to the normal operation of the computer.
 3. Collect personally identifiable information through the use of a keystroke logging function (e.g., storing username and password).
 4. Induce the user to provide personally identifiable information by intentionally misrepresenting the identity of the person seeking the information.
 5. Misrepresent the nature or purpose of the download.
 6. Prevent reasonable efforts to block the download, installation or execution of the Application.
 7. Remove, disable, or render inoperative a security, anti-spyware or anti-virus technology installed on the computer.
 8. Install or execute the downloadable Application on the computer with the intent of causing a person to use the downloadable Application in a way that violates any other provision of this section.
 9. Allow any downloadable Application to be bundled with material violating the above policies.

Prohibited Software

- Adware/Spyware
- P2P file-sharing/Torrent
- Software to circumvent copyright protection (DVD duplicators, unauthorized emulators, etc.)
- Adult Content (Pornography, Nudity)
- Gambling
- Violent or obscene media (including games)
- Hacking, surveillance, interception or descrambling
- Defamatory, libelous, threatening or other material that advocates against any individual or group
- Promotion or sale of any of the following:
 - Firearms, weaponry, ammunition, fireworks or explosives
 - Illegal or questionable drugs, and drug paraphernalia
 - Fake, counterfeit, bootleg or stolen items
 - Government IDs or police items (badges, uniforms, etc.)
 - Hazardous substances
 - Products from any of the following countries: The Balkans, Burma (Myanmar), Cuba, Iran, Iraq, Liberia, Libya, North Korea, The Sudan, Syria or Zimbabwe
 - Tobacco
 - Alcohol
 - Prescription drugs