

# Take Down Policy

If concerns are raised by any relevant party, including via PubMatic's own discovery, PubMatic clients or partners, or concerns are raised from consumers, regulators and others, with respect to inappropriate ads or ads appearing adjacent to content deemed inappropriate, PubMatic will make every reasonable effort to take down such ads or placements as soon as commercially reasonable under the circumstances.

PubMatic will enforce this policy on a case-by-case basis and subject to interpretation by PubMatic depending on the severity, impact, etc. In case of multiple breaches of this policy, PubMatic reserves the right to ban an offending customer and/or partner from PubMatic platform and services.

Please contact PubMatic for any inquiries or reports.