



# Windows® Marketplace for Mobile Content Policies

**Microsoft Corporation**

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**Version 1.0**

**Summary:** This document describes the content policies for software products that are submitted to Windows Marketplace for Mobile.

**Applies To:** Windows Mobile™ 6.0, 6.1 and 6.5

**Microsoft**

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## Change History

<b>Date</b>	<b>Document Version</b>	<b>Change</b>
July 2009	1.0	Initial release

## **1. Licensed Content, Name, Logo & Trademarks**

- Content allowed where:
  - Content and application name are original or licensed.
  - Copyrighted content that is used with permission. Use of branded items (logos/trademarks) has been approved by the brand owners.
  - If an application depicts any mobile or wired telephone, handheld PDA, or any other data and voice communicator, it must be either generic or a Windows Mobile device.
  - It is the application provider's responsibility to determine if the application provider has the right to use the chosen name, content, logos, copyright, trademarks, online services & API's.

## **2. Illegal or Contemplates Harm**

- Content not allowed:
  - Any content that is illegal under applicable local law, obscene, or indecent.
  - Any content that contemplates harm against a person or animal.

## **3. Defamatory, Libelous, Slanderous, or Threatening**

- Content not allowed:
  - Any content that is defamatory, libelous, slanderous, or threatening.
  - Any content that facilitates or promotes content prohibited by these guidelines.

## **4. Hate Speech or Discriminatory**

- Content not allowed:
  - Any content that advocates discrimination, hatred, or violence based on considerations of race, ethnicity, national origin, language, gender, age, disability, status as a veteran, religion, sexual orientation or expression, or that promotes organizations devoted to that purpose. Such content can include images or text that perpetuates a negative stereotype of a race, gender, sexual preference or religion. We are particularly inclined to act against content where there is evidence that the intent of posting was to harass, threaten, or insult an individual or group on one of these bases.

## **5. Alcohol, Tobacco, Firearms & Drugs**

- Content not allowed:
  - Any content that facilitates or promotes, whether directly or indirectly, the illegal (under applicable local law) or excessive sale or use of alcohol or tobacco products, drugs, or weapons is not allowed on any section/site, regardless of targeting.
  - Any content with prolonged and/or excessive use of firearms or weapons or other content that facilitates the use of firearms or weapons.

- Content allowed with restrictions:
  - Weapon imagery, so long as it is not depicted in the act of harming humans or otherwise inconsistent with the Windows® Marketplace for Mobile guidelines on violence

## **6. Adult Related Content**

- Content not allowed:
  - Sex / Nudity – Images that are suggestive or sexual (e.g. sexually provocative touching, bondage, masturbation) or provocative images that reveal nipples, genitals, buttocks, or pubic hair.
  - Any adult and/or borderline adult content (images or text).
  - Content that generally falls under the category of pornography.
  - Content that depicts or suggests prostitution.
  - Any content depicting sexual fetishes.
  - Any content of a sexual nature depicting children or animals.

## **7. Certain Types of Illegal Activity**

- Content not allowed:
  - Any content that facilitates or promotes illegal gambling, illegal adult content and/or pornography, child pornography, bestiality, piracy, illegal online pharmacies, illegal drugs, or criminal or terrorist activities.
  - Any content that instructs users how to make bombs or weapons, drugs, or solicits involvement in behavior that is violent or illegal under applicable local law.
  - Unauthorized use of another entity's intellectual property, including but not limited to: software, music, art, and other copyrighted, trademarked or patented materials or trade secrets.
  - Any content that facilitates or promotes underage drinking, consumption of illegal drugs, or socially irresponsible behavior due to alcohol or drug consumption (e.g., drinking and driving).

## **8. Violence**

- Content not allowed:
  - Any content that depicts decapitation, blood splatter, killing, gore or cruelty.
  - Any content that depicts excessive violence.
  - Involuntary or physically-resisted sexual interactions with violent or illicit overtones.
  - Rape, sexual assault.
  - Molestation, physical child abuse.
  - Requests or instructions to injure or otherwise harm a specific person or group of people.
  - Glorification of crimes against humanity such as genocide and torture.

- Repeated blows or shots inflicted upon people/creatures, violent blows to the head, guns/weapons pointed at head, impaling, exploding body parts, guns/weapons pointed toward reader/audience, depictions of fatal injuries, strangulation/choking, inflicting wounds with swords/knives.
- Excessive and gratuitous amounts of blood and/or fleshy body parts, blood spurting from wounds.
- Cruelty to animals.
- People/creatures on fire.

#### **9. Excessive Profanity**

- Content not allowed:
  - Any content with the excessive use of profanity or adult language.

Microsoft reserves the right to update these content policies as needed to protect the Windows® Marketplace for Mobile service or the users of the service