

**Amended and Restated
Acceptable Ads
Committee**

BYLAWS 2026

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INTRODUCTION

In carrying out the task of defining the Acceptable Ads Standard as further described in these bylaws, the Acceptable Ads Committee will guide its actions according to the following three core values: protecting user experience; discovering types of ads that adblocker users do not find intrusive; and providing publishers and content creators with significant opportunities to monetize through advertisements.

Last updated: January 9, 2026

GLOSSARY OF TERMS

AAC - The Acceptable Ads Committee.

Acceptable Ad - An ad that complies with the criteria described in the Acceptable Ads Standard.

Acceptable Ads Committee - A committee of the board of directors of the Acceptable Ads Committee, Inc. that has the authority under these Bylaws to formulate the Acceptable Ads Standard.

Acceptable Ad Products - The ad filtering products that support Acceptable Ads.

Acceptable Ads Standard - The online advertising criteria that describe what constitutes an Acceptable Ad as updated from time to time by the Acceptable Ads Committee in accordance with these Bylaws. For further clarity, the Acceptable Ads Standard as of January 9, 2026 is set forth at <https://acceptableads.com/standard/>.

Adblock Agent - A representative from one of the ad filtering products who shall be present at AAC meetings in an advisory role.

Allowlist - a filter list that is enabled by default on Acceptable Ads Products. For clarity, the Allowlist provides end users of Acceptable Ads Products with an option of a web browsing experience that includes the display of Acceptable Ads.

Application Process - The process where publishers, content-creators, advertising networks and other entities can apply to have their ads certified as compliant with the Acceptable Ads Standard.

Approved Proposal - Once the AAC has reached consensus, or voted in favor of a suggested change to the Acceptable Ads Standard, the proposal will get the "Approved Proposal" status, meaning that the change is ready to be implemented by the Acceptable Ads Products.

Buy-Side - A Member Group which represents the interests of stakeholders who purchase, or facilitate the purchase of, ad inventory. For clarity, stakeholders in this Member Group include, but are not limited to, advertisers, advertising agencies, trading desks, and demand-side ad tech providers.

Coalition - An overarching category for certain Member Groups. For clarity, the following constitute all Coalitions of the Acceptable Ads Committee: the Expert Coalition, the For-Profit Coalition, and User Advocates Coalition.

Committee Founders - The two parties that entered the contract to found the Acceptable Ads Committee: Dark Blue Shark, LLC and Eyeo GmbH. Dark Blue Shark is owned by Michael Gundlach, who developed Adblock under the company BetaFish, which he sold with Adblock in 2015. Eyeo GmbH is the company that owns and develops Adblock Plus.

Expert Coalition - This Coalition consists of stakeholders which primarily focus on

specific issues relevant to their area of expertise and are comprised of ‘experts’ who can bring a unique and objective perspective to the AAC. For clarity, the Expert Coalition shall exclusively be formed by the Researchers and Academia and User Agent Member Groups.

For-Profit Coalition - This Coalition consists of stakeholders which can be classified as organizations primarily driven by generating profits. For clarity, the For-Profit Coalition shall exclusively be formed by the Buy-Side and Sell-Side Member Groups.

Individual End Users- A Member Group which represents the interests of individual end users of ad filtering products.

Member - Each person / organization being part of a Member Group.

Member Group - A group of similar stakeholders which will be represented in the AAC by one or more Representatives.

Representative - One of the persons having a seat and voting rights on the AAC as a representative of a particular Member Group.

Researchers and Academia - A Member Group which represents the interests of stakeholders who conduct systematic investigations to generate new knowledge on online advertising and ad filtering. For clarity, stakeholders in this Member Group include, but are not limited to, university professors, notable researchers, and independent research firms.

Sell-Side - A Member Group which represents the interests of stakeholders who sell, or facilitate the sale of, ad inventory. For clarity, stakeholders in this Member Group include, but are not limited to, publishers, publisher associations, content creators, and supply-side ad tech providers.

User Agents - A Member Group which represents the interests of providers of desktop and mobile web browsers and related browser extensions that enable individual Internet end users to access web content. For clarity, stakeholders in this Member Group include, but are not limited to, desktop and mobile web browsers and ad filtering products for desktop and mobile web browsers.

User Advocates Coalition - This Coalition consists of the stakeholders which can be classified as entities primarily driven by protecting the rights of individual Internet end users. For clarity, the User Advocates Coalition shall exclusively be formed by the Individual End Users Member Group.

ARTICLE I

NAME, MISSION, CORE VALUES, LOCATION

SECTION A - NAME

The name of the committee shall be the “Acceptable Ads Committee”, or “AAC” hereafter.

SECTION B - MISSION

The AAC will define the Acceptable Ads Standard, and thereby govern the Acceptable Ads initiative by creating standards for ads that ad filtering end users will deem acceptable and that bring value to publishers and advertisers.

SECTION C - CORE VALUES

In performing its mission, the following core values should guide all actions and decisions undertaken by the AAC:

1. Protecting user experience must guide all actions undertaken by the AAC, and should remain its paramount objective.
2. The AAC and the Acceptable Ads Standard shall only approve ads which ad filtering users do not find intrusive.
3. The AAC and the Acceptable Ads Standard should provide publishers and content creators with meaningful monetization opportunities.

SECTION D - MEETINGS AND SPECIAL MEETINGS

The AAC will meet at least twice per year, and will be arranged, hosted and presided over by the President:

- All Representatives need to be invited in writing at least eight (8) weeks prior to the meeting by the President or the Secretary. For the avoidance of doubt, all meetings may be set at the beginning of the year by the President.
- The notice period can be shortened if all Representatives agree.
- Meetings can be held via phone or online conference call if all Representatives agree.
- Each Representative may designate a person to act on his/her behalf at a particular meeting, provided such Representative notifies the President in advance in writing.

There may be reasons for the AAC to meet more often. In this case the President can propose a "Special Meeting" that requires a supermajority of seventy-five percent (75%) of the votes of the AAC to take place. All AAC Representatives are free to formally propose these Special Meetings to the President in written or electronic form.

SECTION E - LOCATION

The AAC shall host its official meetings in a location determined by the President.

ARTICLE II:

POWERS

SECTION A - MANDATE

The AAC has the authority to dictate the management and policies of Acceptable Ads initiative, including to:

- make changes to the Acceptable Ads Standard as defined in section B, thereby defining the standards of what constitutes an Acceptable Ad
- make changes to the process of publishing of the Allowlist
- declare which entities must be removed from, or prevented from being added to, the Allowlist for violation of the Acceptable Ads Standard
- make changes to the Application Process of entities seeking to be added to the Allowlist
- make changes to the process of collecting user feedback in regards to violations of the Acceptable Ads Standard by the entities on the Allowlist

SECTION B - MANDATE AND SPECIFICATIONS

The AAC shall define the future of Acceptable Ads by defining the Acceptable Ads Standard. For the avoidance of doubt, the current version of the Acceptable Ads Standard - as set forth in <https://acceptableads.com/standard/> (or a successor link) - is accepted by the majority of ad filtering users. The AAC shall only make changes to the Acceptable Ads Standard in accordance with Article V below. The AAC shall not have any authority, however, to govern the development, distribution or monetization of ad filtering software.

The AAC shall publish quarterly reports, published to the general public in any manner it deems effective for dissemination, in which it reports on its stewardship of the Acceptable Ads initiative and Eyeo's compliance with the AAC's directives.

For the avoidance of doubt, the AAC must discuss any concerns it has with Eyeo's compliance with the terms of these Bylaws and the AAC's ability to operate the Acceptable Ads initiative as intended by the Parties with Eyeo in a non-public, confidential manner before the AAC is allowed to express such concerns in public. Eyeo will have two weeks (or longer in the AAC's discretion) from the date it first received written notice from the AAC about its concerns, including the reasons for such concerns, to settle such concerns and avoid any public disclosure regarding the same.

SECTION C - EXECUTION AND IMPLEMENTATION

The AAC will appoint Eyeo GmbH exclusively to execute the directives of the AAC as specified in Article II, Section A and B (“Executor”). The AAC may revoke this appointment only if it can show cause that the Executor did not comply with these Bylaws. In any case, the Executor must be informed in writing about any material concern that the AAC may have that the Executor is not in compliance with such rules at least 6 months before the AAC may revoke any right. If the Executor can demonstrate within this 6-month period that it has cured its noncompliance, the AAC will not revoke Executor’s appointment. The AAC will cause Eyeo GmbH and any successor Executor to sign an undertaking that Eyeo (or such successor) will (1) act in accordance with these Bylaws in the exercise of its duties and (2) following any revocation of its appointment in accordance with this Section, transition ownership of the AcceptableAds.org domain as directed by the AAC.

For the avoidance of doubt, when the AAC approves any proposal to change the Acceptable Ads Standard (“Approved Proposal”), the Executor commits to adding to the Allowlist ads that comply with the changed Acceptable Ads Standard.

Notwithstanding the authority granted to the AAC above, the Executor retains the authority to withhold entries from the Allowlist at its sole discretion.

SECTION D - STRUCTURE OF THE AAC

The AAC is intended to be comprised of an accurate, and thus diverse, reflection of the key stakeholders of the web and online advertising industry. The AAC shall consist of a maximum of six (6) Representatives.

In line with the Mission and Core Values of the AAC, the voting rights of the Representatives across the different Member Groups are divided as such:

FOR-PROFIT COALITION

The For-Profit Coalition shall consist of a maximum of two (2) Representatives from the following Member Groups:

- **Buy-Side:** one (1) Representative
- **Sell-Side:** one (1) Representative

USER ADVOCATES COALITION

The User Advocates Coalition shall consist of a maximum of two (2) Representatives from the following Member Groups:

- **Individual End Users:** two (2) Representatives

EXPERT COALITION

The Expert Coalition shall consist of a maximum of two (2) Representatives from the following

Member Groups:

- **Researchers / Academia:** one (1) Representative
- **User Agents:** one (1) Representative

VOTING QUORUM AND VOTING POWER

The AAC is only sanctioned to vote if there are at least three (3) Representatives in attendance. These three (3) Representatives must be made up of at least one (1) Representative from each of the For-Profit Coalition, the User Advocates Coalition, and the Expert Coalition.

Each Representative is entitled to one (1) vote on each matter voted on by the Representatives. Notwithstanding the foregoing, when only one (1) Representative from a particular Coalition is present for a particular vote, the Representative from that Coalition that is present shall have the voting power of two (2) Representatives. By way of example:

Representatives Present	Voting Power of Present Representatives
Two (2) Representatives from For-Profit Coalition	Each Representative from the For-Profit Coalition is entitled to one (1) vote on the matter in question
One (1) Representative from User Advocates Coalition	The sole Representative from the User Advocates Coalition is entitled to two (2) votes on the matter in question
One (1) Representative from Expert Coalition	The sole Representative from the Expert Coalition is entitled to two (2) votes on the matter in question

In the event that the Representatives are unable to reach a decision by the required vote on a matter for which the Representatives are entitled to vote on ("Deadlock"), the President shall be entitled to one (1) vote on the matter in question to resolve such Deadlock. The resolution of the Deadlock shall be final and binding on the AAC.

ARTICLE III:

THE AAC

ARTICLE III.1:

DETAILS OF THE AAC STRUCTURE

SECTION A - QUORUM

The AAC may only conduct business and make decisions when at least fifty percent (50%) of the Member Groups in each different Coalition is present.

SECTION B - THE PRESIDENT

The President shall be responsible for: organizing the AAC meeting schedule; distributing the meeting agenda to all Representatives at least two (2) weeks prior to any meeting; facilitating the discussions and decision-making process; ensuring that all Representatives comply at all times with the Mission, Core Values, and these Bylaws; presiding over all AAC meetings; determining whether a quorum and voting quorum are satisfied; and handling external communication as the spokesperson for the AAC. The President of the Acceptable Ads Committee, Inc. shall be the President as used in these Bylaws. The President is only entitled to vote in the event of a Deadlock (as described above).

SECTION C - THE SECRETARY

The Secretary shall be responsible for keeping accurate records of the AAC's activities during meetings, including by taking meeting minutes of all AAC meetings and distributing such minutes to the Representatives and the President within seven (7) days from date of the meeting. The Secretary shall be appointed by the President. The Secretary will remain appointed until such time that the President revokes the appointment. The Secretary can only be appointed by the President if the appointee is an existing Member. The President may also choose to take over the responsibilities of the Secretary absent an appointment thereof. The Secretary is not entitled to vote on any matter whatsoever.

SECTION D - THE ADBLOCK AGENT

The Adblock Agent will attend the AAC meetings in an advisory role and will be appointed by the Executor. This means that the Adblock Agent will not have any voting rights, but can provide technical and procedural input. In addition, Representatives can at any time initiate direct contact with the appointed Adblock Agent to communicate the Approved Proposal. The timeline of the implementation of the Approved Proposal will be discussed in good faith between the President and the Adblock Agent, but the Adblock Agent is bound to the timeline requirements as set forth in Article IV.D.

The Committee Founders may each appoint an agent to attend the meetings in an oversight role, and such agents shall have no voting rights. The Adblock Agent may serve as a Committee Founders agent.

SECTION E - THE OBSERVERS

The Representatives can appoint Observers to participate in meetings of the AAC. An Observer can only be appointed by the unanimous agreement of all Representatives and each such Observer shall remain appointed until such time that the Representative revoke the appointment. Further, an Observer can only be appointed by Representatives if the appointee is an existing Member. The Representatives shall not be entitled to appoint more than two (2) Observers with respect to any particular meeting of the AAC.

Observers can provide Representatives with input based on their expertise, but are not entitled to vote on any matter whatsoever.

ARTICLE III.2:

NOMINATION AND ELECTION PROCEDURES

SECTION A - ELIGIBILITY TO JOIN MEMBER GROUPS

Due to the divergent nature of the different Coalitions, there are different eligibility requirements:

For-Profit Coalition: For companies or associations to join any of the Member Groups within the For-Profit Coalition, they need to comply with the following:

For companies:

- 10 or more employees; or
- Annual turnover or balance sheet total with the equivalent of Two Million Euros (€2.000.000,00) or higher;

For natural persons:

- At least five (5) years in managerial, director-level, or equivalent leadership roles in digital media, advertising technology, or related sectors; or
- Made material contributions to recognized industry standards or working groups (e.g., IAB Tech Lab, WFA, MRC, TAG, etc.)

User Advocates Coalition: Individuals that wish to join the Individual End Users Member Group must be end users of ad filtering software and have experience and clear interests in topics around monetization of the web.

Expert Coalition: For entities, organizations, or individuals (if not part of one of the aforementioned entities) to join any of the Member Groups of the Expert Coalition, they must have a proven and credible track-record in their respective fields and proven expertise when it comes to topics such as user experience, online monetization etc.

The number of entities per Member Group shall be initially capped at fifty (50). The Representatives may decide to lift this cap upon the request of a Member Group.

The Member Groups are responsible to assess the eligibility of an entity to join a Member Group as described above. If there is a dispute regarding eligibility, the stakeholders in the Member Group in question shall put the eligibility dispute to a majority vote. In the event that the Member Group in question has fewer than three (3) stakeholders, the vote shall be put to all stakeholders in the Member Group's Coalition. In the event that there are fewer than three (3) stakeholders in the Coalition, the vote shall be put to all stakeholders in all Member Groups.

SECTION B - NOMINATION PROCEDURE BY MEMBER GROUPS

Each Member Group is responsible for nominating candidate(s) within that Member Group to become a Representative of the AAC. The Adblock Agent will facilitate this process by providing a means for nominating the Representatives of all respective Member Groups. After the election, the AAC will take over responsibility for this process.

SECTION C - ELECTION PROCEDURE BY MEMBER GROUPS

The election procedure for each Coalition is as follows:

- **For-Profit Coalition:** All stakeholders per Member Group may vote to elect a nominated candidate best suited to represent the goals for their Member Group in the AAC.
- **User Advocate Coalition:** All stakeholders per Member Group may vote to elect a nominated candidate best suited to represent the goals for their Member Group in the AAC.
- **Expert Coalition:** All stakeholders per Member Group may vote to elect a nominated candidate best suited to represent the goals for their Member Group in the AAC.

Once the votes are counted and processed by the Secretary and President, the candidate with the most votes will be appointed as a Representative by the President.

SECTION D - BYLAWS, RESIGNATION, TERMINATION, ABSENCES

The AAC can change the Bylaws (except for the Mandate (Article II, Section A and B) and the Core Values (Article 1, Section C)) if there is unanimous agreement among the Representatives. Changes to the Mandate or Core Values must be proposed in writing to both of the Committee Founders and require written approval from both.

Resignation from the AAC must be in writing and received by the President. A Representative may be terminated from the AAC due to excess absences, defined as missing two (2) or more scheduled meetings of the AAC in one (1) year. A Representative may be removed for other reasons by a three- fourths (3/4) vote of the remaining Representatives.

Each Representative serves a two (2) year term, after which a new election must be held per the procedures in Article III.2.

If one of the Representatives is unable to carry out the tasks because of death, imprisonment, disability, or has no valid contract anymore with the entity the Representative represents, the vote of the Representative is temporarily provided to the other Representative(s) in the same Coalition to ensure the continuity of the AAC. The President shall then arrange with the Member Group to elect a new Representative within sixty (60) days.

ARTICLE IV:

DECISION-MAKING AND IMPLEMENTATION

SECTION A - DECISION-MAKING PROCESS AND DATA REQUIREMENTS

To ensure that all Representatives of the AAC can provide valuable and objective input that improves the Acceptable Ads Standard, the AAC shall make decisions based on the process outlined below. The AAC shall not consider any changes to the Acceptable Ads Standard based on specific cases and/or entities. Changes to the Acceptable Ads Standard shall only affect generic ad types.

1. Ideation Phase

Changes to the Acceptable Ads Standard shall be based on independent, methodologically sound research. Ideas for potential changes may be submitted by Representatives, Members, ad filter users, or other parties with an interest in digital media. The AAC shall determine which ideas warrant further research and the methods by which such research should be conducted.

Regarding the research requirement:

All research must be conducted using a valid, objective methodology. Consequently, research will be conducted using the research framework as further described in the AAC website (or successor location). The AAC may commission an independent party to conduct the research, or may delegate this to the Executor.

- When an independent party is commissioned, the costs shall be borne by the For-Profit Coalition Representatives.
- When the Executor conducts the research, the costs shall be borne by the Executor.

All research must include data collected directly from users on their perception of ad experiences. User feedback must receive significant weight in any decision by the AAC.

2. Discussion Phase

All Members shall have the opportunity to comment regarding the suggested changes to the Acceptable Ads Standard. It is expected that during this phase the idea(s) generated in the previous phase will be discussed by Representatives during one of the AAC meetings.

3. User Feedback

After the AAC agrees on the proposed changes (the “Proposal”), the Proposal shall be posted online by the President or the Secretary to the dedicated website (see Article VII.B), and users will be allowed to provide feedback for one (1) month.

4. Decision-Making

After reviewing all user responses received during the feedback period, the President shall determine whether, pursuant to these Bylaws, the Proposal may proceed to a vote. If the Proposal proceeds, the AAC shall vote on the Proposal in accordance with the voting rules set forth in Article II, Section D - Voting Quorum and Voting Power. The AAC may also choose to amend the Proposal to incorporate user feedback prior to voting. An amended Proposal shall not require additional user feedback before proceeding to a vote. Proposals and amended Proposals require a simple majority of “Yes” votes to become accepted. Further, an abstention of a Representative with respect to a vote will be construed as having the same effect as “No” vote.

SECTION B - APPROVED PROPOSAL

After the AAC has reached agreement, and the suggested idea received the “Approved Proposal” status, it will be presented to the Adblock Agent to deliver to the Executor.

SECTION C - IMPLEMENTATION

The AAC will update the published Acceptable Ads Standard to reflect the latest amendments. The Executor will update the Allowlist to reflect the changed Acceptable Ads Standard:

1. Newly approved ad experiences will be allowed on the Allowlist.
2. Ad experiences which no longer comply with the new Acceptable Ads Standard will be removed from the Allowlist.

SECTION D - IMPLEMENTATION TIMELINE

The President and Adblock Agent will negotiate in good faith a timeline for the Approved Proposal to be implemented across all Acceptable Ads Products. However, the implementation will be executed and communicated to users within ninety (90) days.

ARTICLE V:

GUIDELINES FOR THE AAC

SECTION A - GUIDELINES AND ELIGIBILITY TO BECOME AN AAC REPRESENTATIVE

Each Representative is expected to make a valuable contribution to the AAC. Each Representative shall sign an undertaking to act in accordance with these Bylaws. The Representatives shall represent the interests of the Member Group itself, and not merely pursue the interests of a single company, organization or individual.

SECTION B -GUIDELINES AND ELIGIBILITY TO BECOME THE PRESIDENT

In order to be eligible to be the President of the AAC, the individual in question must first be the President of the Acceptable Ads Committee, Inc. Further, the President is required to have a proven and credible track-record regarding topics such as online monetization, ad filtering and/or online advertising. Ideally, the President will have relevant experience in participating in advisory boards and the like, and is able to successfully moderate a very diverse set of stakeholders and to facilitate for them to reach consensus.

SECTION C - DIVERSITY OF AAC

The AAC should strive to have a diverse committee with a gender, culture and international balance that accurately reflects the global and diverse userbase of ad filtering software.

SECTION D - RESPONSIBILITIES OF REPRESENTATIVES AND MEMBERS

Representatives. The main responsibilities of a Representative are:

1. Deciding on behalf and in the interest of their respective member group, in particular but not limited to issues such as the following:
 - a. Changes to the Acceptable Ads Standard.

- b. Changes to how the Allowlist is published.
 - c. Decide which entities should be removed or prevented from getting on the Allowlist.
 - d. Changes to how companies apply to the Allowlist.
 - e. Changes to the process of collecting user feedback in regards to violations of the Acceptable Ads Standard by the entities on the Allowlist.
2. In order to make these decisions, a Representative shall align with their Member Group before any important decision is made
3. Join the biannual committee meeting.
4. Deciding about new Members. This requires prior alignment within their Member Group. New Members shall be chosen in accordance with definitions and requirements of these Bylaws. A candidate shall not be unreasonably rejected.

In addition, a Representative may also actively engage in any activities in connection with the AAC, such as promoting the AAC and its Members through active recruiting and representation through any number of public-facing platforms.

Members. Members have an advisory role and shall guide and assist their Representative in connection with the Representative's responsibilities. Members have the option to join sub-committees formed by the Representatives to further support the Representatives.

ARTICLE VI:

TRANSPARENCY

SECTION A - TRANSPARENCY AROUND ALL AAC ACTIVITIES

For the purpose of transparency all activity of the AAC shall be made available to all Representatives, Member Groups, and the public via the AAC website. This activity includes, but is not limited to: proposals for votes on any topic; records of votes cast for or against by any stakeholder on any topic; Proposals and Approved Proposals; applications to join Member Groups; nominations, appointments, resignations, and terminations; amendments to these Bylaws; agendas, minutes, and other documentation.

SECTION B - THE AAC WEBSITE

The AAC shall publish a website at acceptableads.com to ensure all relevant information about the AAC (Representative profiles, Bylaws, allowlist and abuse reporting information, AAC information, Acceptable Ads Standard, all activity of the AAC, etc.) will be shared online. The domain shall be owned by the Executor. To facilitate publishing of the website, the domain's DNS entries shall initially direct users to web hosts managed by the Executor, but the Executor shall change the domain's DNS entries as directed by the AAC if the AAC wishes to host the website elsewhere.

ARTICLE VII:

THE AAC, Inc.

The AAC is part of the Acceptable Ads Committee, Inc., a nonprofit corporation incorporated under the Tennessee Nonprofit Corporation Act. Specifically, the AAC is a committee of the board of directors of the Acceptable Ads Committee, Inc. The members of the board of directors of the Acceptable Ads Committee, Inc. are identical to the Representatives of the AAC, thus each Representative of the AAC is also a director of the Acceptable Ads Committee, Inc. Among other things, the Acceptable Ads Committee, Inc. ensures that the committee Representatives are insured properly and indemnified for their work and that the committee can have a bank account.