

# Isavia Advertising Terms and Conditions

## Article 1 – Scope

These Advertising Terms and Conditions apply to all advertisements (“ads”) served by Isavia in or around Keflavik Airport, and all other relevant components of the ads themselves, whether they are presented on a sign, screen or by other means.

The purchasing entity (“the advertiser”) is responsible for ensuring all ads comply with these Terms and Conditions.

These Terms and Conditions are intended to safeguard the equality of advertisers.

## Article 2 – Basic Ad Requirements

All ads shall comply with Icelandic laws and regulations. Ads shall adhere to common decency and cannot be misleading or damaging in any way.

Ads must not infringe the intellectual property, privacy or other legal rights of any person or entity.

Ads cannot interrupt or be disruptive to airport operations.

Ads cannot contain strobe-lighting, laser-lighting or other blinking elements.

All ads in or around Keflavik Airport are subject to review and approval by Isavia, including those on buildings, parts of buildings or other surfaces owned or rented by the advertiser. Isavia reserves the right to reject or remove any ad at its sole discretion for any reason. We also reserve the right to request modifications to any ad, to require factual substantiation for any claim made in an ad, or to require documents demonstrating that the advertiser holds all licenses and authorization which may be required in connection with ads.

## Article 3 – Ad Content

Ads shall be objective and shall not include satire or biased comments pertaining to individuals, issues, institutions, associations, non-profit organizations, political parties or other entities.

The content, presentation and nature of ads must not be presented in such a way that Keflavík Airport can be drawn into or become the scene of disputes about sensitive and controversial issues or damage in any way the image or reputation of individuals, companies, institutions, associations or other parties.

Advertisers shall ensure compliance with consumer rights as well as applicable competition laws and regulations. Advertisers shall strive to ensure fairness and clarity when presenting or comparing products or services.

Advertisers must be accurately and clearly identified in the ad.

## Article 4 – Competition

Isavia reserves the right to reject ads in certain locations that are close to parties in direct competition with the advertiser.

## Article 5 – Responsibility for compliance

The advertiser is solely responsible for compliance with these Terms. By purchasing an ad or ad-space the advertiser declares that it has all necessary rights to the material, that it is fully compliant with Icelandic law and third party rights, and accepts full responsibility for its content.

Isavia reserves the right to decline or to stop the displaying of ads, at any time, if it deems the ad non-compliant with these Terms and Conditions or local law. In such cases the advertiser shall have the right to request a refund regarding ads that have not been displayed or impressions that have not been made. In case of termination or suspension by Isavia such termination shall under no circumstances cause Isavia to become liable to the advertiser in contract or tort or otherwise for any consequential loss or indirect loss, damage or otherwise.

By purchasing an ad or ad-space the advertiser commits to adhere fully to these Terms and Conditions.