

Participants shall not engage in any of the following conduct:

- a. Using any form of resources exchange (e.g. using any reward or benefit to induce visitors into performing certain actions) to advertise;
- b. Requiring visitors of the Advertising Channel (whether or not such visitors have the intention to) to register, purchase or use any products or services of Participants when the visitors click into Participant's advertisements;
- c. Using any programs, scripts, or other forms to directly or indirectly generate any abnormal viewing, clicking, or enquiry of its advertisements;
- d. Using any bad-faith, malicious, or improper method, including but not limited to using viruses, fictitious webpage, hi-jacked browsers or URLs, hijacking the front page of the AliExpress.com International Platform, modifying information or content of registered members of the AliExpress.com International Platform or the Site, using malicious plug-ins or unauthorized software or computer programs, modifying the source code or URL parameters of the AliExpress.com International Platform or the Site, and etc., to advertise.
- e. Using any exaggerated, false, or misleading information or content when placing advertisements or links (e.g. using "buy one get one free" to advertise any campaign page of the AliExpress.com International Platform) on its Advertising Channels to induce visitors to click into the advertisement;
- f. Engaging in any unlawful activity;
- g. Engaging in any activity which causes any damage or liability to AliExpress, its affiliates, or the AliExpress.com International Platform;
- h. Violating any of the following the conditions when using pop-up advertisements:
  - i. No pop-up advertisements shall be used in any advertisements without the prior approval of AliExpress;
  - ii. All authorized pop-up advertisements shall only be linked or directed to any webpage designated by AliExpress;
  - iii. No pop-up advertisements of Participants shall appear during any viewer's normal viewing of the AliExpress.com International Platform; and
- i. Using any incentives as a bait of advertisement for any campaign/promotional pages of the AliExpress International Website.