

ScubaEarth™ Advertising Policy

Philosophy

ScubaEarth is a one-stop website for the worldwide network of dive and water enthusiasts, providing users with access to real-time dive information, conversations, retailers, resorts and all things scuba. The PADI organization is committed to providing the best overall experience to users of ScubaEarth and believes that all advertising on ScubaEarth should contribute to and be consistent with the user experience.

The guidelines expressed within this policy are not intended to serve as legal advice and adherence to this policy does not necessarily constitute compliance with applicable law. Advertisers are responsible for ensuring that their ads comply with all foreign and domestic laws, including applicable laws and regulations of regulatory bodies.

Accuracy

Ads must clearly represent the company, product, service or brand that is being advertised. Ads for regulated goods and services must include the specific requirements established by all applicable laws, regulations, and industry codes.

Ad Content

I. Ads must not be false, deceptive, misleading or contain spam. It is the advertiser's responsibility to ensure compliance with all applicable laws and regulations.

II. Scuba and Snorkeling Equipment. PADI believes that professional retailers and resorts represent a vital link with the diving consumer. Further, we believe that the sale of life support scuba and snorkeling equipment (i.e., regulators, computers, submersible pressure gauges, watches that include depth gauges or computers, depth gauges, dive computers, tanks, mask, fins, snorkels, exposure protection suits, and buoyancy compensators) should be conducted by authorized dealers.

Having professional retailers and resorts in the sales process supports diver safety as well as improves the overall scuba experience for the diving consumer. PADI Retail and Resort Association members are dedicated to providing unparalleled training and assuring satisfaction with the proper fit, comfort, and utility of equipment purchases, which can only be assured by hands-on professional service.

For these reasons, PADI will not accept advertising that promotes the direct sale of scuba and snorkeling equipment from manufacturers without meeting the following criteria:

- Dealers must be the primary channel of distribution.
- Advertised prices must not be less than the MSRP and/or MAP.
- The Dealer Locator must be positioned before or more prominently than the online sales option.

III. PADI will not accept ads on behalf of or promoting competitor organizations, including but not limited to any ads promoting products or services in competition with or similar to those offered by PADI or its subsidiaries or affiliated companies.

IV. Ads may not promote the sale or use of:

- a. Adult products or services, including but not limited to toys, videos, publications or sexual enhancement products.
- b. Illegal drugs, recreational drugs or drug paraphernalia.
- c. Tobacco products or paraphernalia.
- d. Gambling, games of skill or lotteries.
- e. Weapons, ammunition or explosives.

V. Ads may not promote a business model or practice that is deemed by PADI, in its sole discretion, to be unacceptable or contrary to PADI's advertising policy or any applicable law, including but not limited to multi-level marketing schemes, or advertisements for scams.

VI. Ads may not imply endorsement by PADI or its subsidiaries, unless written consent from PADI has been expressly given, in advance, for the specific advertisement.

VII. Ads may not include content that infringes upon or violates the rights of any third party, including copyright, trademark, privacy, publicity, or other personal property rights.

VIII. Ads may not stereotype, inaccurately portray, attack an individual or group on the basis of race or ethnic origin; religion or philosophical belief; age; sexual orientation or sexual life; gender identity; disability or medical condition; financial status or information; membership in a trade union; or criminal record.

IX. Ads may not insult, attack, harass, bully, threaten, or demean others.

Targeting

Ads for regulated goods and services must abide by all applicable laws, regulations and industry codes. Ads that are targeted to minors may not promote products or services that are illegal for use by minors in their jurisdiction, or that are deemed to be unsafe or inappropriate.

PADI Rights and Reservations

PADI reserves the right, but is not under any obligation, to:

1. Review or request changes to any advertisement scheduled for insertion.
2. Accept, retract, or reject any ad at any time for any reason in its sole discretion, whether on the basis of these guidelines, advertising format, or for any other reason, including but not limited to ads that negatively affect our relationship with our users or promote content, services, or activities contrary to our competitive position, interests, or advertising philosophy.
3. Review any advertisement to determine the appropriateness of the advertisement for the ScubaEarth audience.
4. Modify this policy at any time without notice.