

OpenMail Advertisement & Sponsorship Policy

Last updated: 18 June 2026

Version: 1.0

This Advertisement & Sponsorship Policy explains how OpenMail™ Exchange, trading as OpenMail, may display advertising, sponsorships, sponsored placements, affiliate links, promotional messages, upgrade prompts, partner content, and commercial notices across OpenMail websites and applications.

This policy applies to <https://openmail.email>, <https://app.openmail.email>, the OpenMail web application, the mail interface, public pages, support pages, legal pages, account pages, and any future OpenMail advertising or sponsorship areas.

This policy should be read together with our Terms & Conditions, Privacy Policy, Cookie Policy, Disclaimer, and Help & Support pages.

1. Who we are

Service provider / trading name: OpenMail™ Exchange

Trading as: OpenMail

Business address: 41 Norman Avenue, London, N22 5ES, United Kingdom

Contact email: hello@openmail.email

Website: <https://openmail.email>

App: <https://app.openmail.email>

Company number: Not applicable

Registered office: Not applicable — OpenMail™ Exchange is currently listed with the business address above.

VAT number: Not applicable

For advertising, sponsorship, or partnership enquiries, contact:

Email: hello@openmail.email

2. Purpose of this policy

This policy explains:

1. how advertising may appear on OpenMail;
2. how sponsorships may appear on OpenMail;
3. how paid placements may be labelled;
4. how affiliate links may be labelled;
5. how OpenMail protects users from misleading advertising;
6. what types of advertising are not allowed;
7. how privacy, cookies, and tracking apply to advertising;

8. how users can report an advert or sponsored placement;
 9. how advertisers and sponsors must behave;
 10. how OpenMail may review, reject, remove, or restrict adverts.
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3. Current advertising status

OpenMail may currently display placeholder advertising spaces.

Placeholder advertising spaces may appear in areas such as:

1. the email card list;
2. the right-side advert pane;
3. account areas;
4. public pages;
5. upgrade areas;
6. promotional panels;
7. future files, calendar, or contacts areas.

At the time of this policy, placeholder advertising areas may not represent real paid advertising.

Placeholder advertisements are used to design, test, and reserve space for future monetisation.

A placeholder advert does not mean that a third-party advertiser is active, tracking users, or paying OpenMail.

4. Advertising principles

OpenMail's advertising principles are:

1. adverts should be clearly labelled;
 2. adverts should be visually separate from email content;
 3. adverts should not pretend to be personal emails;
 4. adverts should not look like system warnings unless they are genuine system notices;
 5. adverts should not trick users into clicking;
 6. adverts should not interfere with core email use;
 7. adverts should not read or depend on private email content;
 8. adverts should not use hidden tracking without proper notice and consent;
 9. adverts should not contain malware, scams, phishing, or misleading claims;
 10. adverts should respect the privacy and trust users place in an email platform.
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5. Clear labelling

Advertising and sponsored content should be clearly labelled.

Labels may include:

1. Advertisement;
2. Sponsored;
3. Sponsored placement;
4. Partner content;
5. Promotion;
6. Affiliate link;
7. Upgrade offer;
8. Paid placement;
9. OpenMail sponsor space.

Advertising should be identifiable before a user engages with it.

Sponsored content should not be disguised as independent editorial content, account notices, personal messages, or service alerts.

6. Where ads may appear

OpenMail may display advertising or sponsored placements in:

1. placeholder cards inside the email list;
2. right-side sponsored panels;
3. public website pages;
4. upgrade and pricing areas;
5. account pages;
6. app dashboard areas;
7. settings or support areas;
8. newsletter areas if introduced;
9. footer areas;
10. non-sensitive product areas.

OpenMail should avoid placing advertisements in a way that makes them look like actual email messages, security warnings, mailbox errors, or personal account notices.

7. Email-list advertisements

OpenMail may display advertising placeholder cards inside the email card list.

These should:

1. be clearly labelled as Advertisement or Sponsored;
2. be visually different from email cards;
3. not be selectable as emails;
4. not open an email preview;
5. not affect mail selection tools;
6. not count as real emails;
7. not hide real messages;

8. not imitate unread email states;
9. not imitate sender identity;
10. not create confusion about mailbox content.

If selection mode is active, advertising cards may be greyed out so users can clearly distinguish adverts from real email cards.

8. Right-side advertisement pane

OpenMail may display a right-side advertisement pane.

The right-side pane may include sponsored boxes such as:

1. Advertisement;
2. OpenMail sponsor space;
3. Sponsored placement coming later;
4. Upgrade placement;
5. Pro features coming later;
6. Partner space.

These boxes should remain visually distinct from the reading pane and should not interfere with email reading, composing, contacts, files, calendar, or settings.

The right advert pane may be hidden or collapsed on smaller screens.

9. No email-content ad targeting

OpenMail should not use the private content of emails to build advertising profiles.

OpenMail should not scan email bodies to decide which adverts to show unless a future policy clearly explains the feature and obtains any required consent.

OpenMail should not sell email content to advertisers.

OpenMail should not give advertisers access to mailbox passwords, message bodies, contacts, attachments, or private mailbox contents.

10. Contextual advertising

OpenMail may use simple contextual or placement-based advertising in future.

Contextual advertising may be based on:

1. the page being viewed;
2. general app area;
3. non-sensitive placement type;

4. public page category;
5. selected plan type;
6. general product context.

For example, a generic storage upgrade placement may appear in a Files area.

OpenMail should not use sensitive email content for ad targeting.

11. Sponsored placements

OpenMail may accept sponsorships for:

1. public pages;
2. newsletter placements if introduced;
3. app-side sponsored boxes;
4. partner notices;
5. upgrade areas;
6. feature launch sponsorships;
7. educational content;
8. product integrations;
9. business partnerships.

Sponsored placements should be labelled clearly.

A sponsorship does not mean OpenMail guarantees, endorses, verifies, or takes responsibility for the sponsor's products, services, claims, security, pricing, or conduct unless expressly stated.

12. Affiliate links

OpenMail may use affiliate links in future.

An affiliate link means OpenMail may receive a commission or other benefit if a user clicks the link, signs up, or buys something.

Affiliate links should be clearly disclosed where required.

Affiliate content should not be presented as independent advice if OpenMail receives a commercial benefit.

Affiliate relationships should not affect the privacy of email content.

13. Upgrade prompts

OpenMail may display upgrade prompts for future paid features.

Upgrade prompts may include:

1. Pro plans;
2. increased storage;
3. ad-free use;
4. custom domains;
5. file storage;
6. additional sending features;
7. business/team features;
8. support upgrades;
9. future integrations.

Upgrade prompts should be accurate and should not imply that a feature is active if it is still planned, disabled, beta, or placeholder-only.

14. Advertising and children

OpenMail is not intended for unsupervised use by children.

Advertising should not knowingly target children.

If OpenMail becomes available to children or family accounts, additional safeguards may be required.

OpenMail should be careful with adverts that may appeal strongly to children, especially where the product is age-restricted, harmful, misleading, or inappropriate.

15. Prohibited advertising categories

OpenMail may reject, remove, or restrict advertising for categories that are unsafe, unlawful, unsuitable, or inconsistent with OpenMail's values.

Prohibited or restricted categories may include:

1. phishing;
2. scams;
3. malware;
4. spyware;
5. hacking tools;
6. credential theft;
7. fake login pages;
8. impersonation services;
9. illegal drugs;
10. recreational drugs;
11. unauthorised medicines;
12. prescription-only medicines without appropriate compliance;
13. dangerous supplements;
14. miracle cures;
15. misleading health claims;

16. gambling where not lawful and properly licensed;
17. betting products targeting vulnerable users;
18. adult sexual services;
19. explicit adult content;
20. weapons;
21. explosives;
22. counterfeit goods;
23. stolen goods;
24. fake documents;
25. fraud tools;
26. payday loans or high-cost credit where unsuitable or non-compliant;
27. get-rich-quick schemes;
28. pyramid schemes;
29. misleading crypto schemes;
30. unauthorised financial promotions;
31. hate content;
32. extremist content;
33. terrorist content;
34. harassment services;
35. doxxing services;
36. illegal surveillance tools;
37. unlawful tracking tools;
38. fake reviews;
39. academic cheating;
40. deceptive “system cleaner” tools;
41. misleading security warnings;
42. fake antivirus alerts;
43. fake prize draws;
44. illegal streaming;
45. pirated software;
46. copyright-infringing products;
47. products that exploit tragedy, vulnerability, or distress;
48. content that targets users based on sensitive personal characteristics in an exploitative way.

OpenMail may add, remove, or change prohibited categories at any time.

16. Restricted advertising categories

Some categories may require additional review, evidence, licences, disclaimers, age controls, location controls, or legal approval before acceptance.

Restricted categories may include:

1. financial services;
2. insurance;
3. investments;
4. cryptocurrency;
5. legal services;
6. health and wellness;
7. medical devices;

8. food supplements;
9. beauty treatments;
10. environmental claims;
11. charities;
12. political content;
13. religious content;
14. dating services;
15. employment services;
16. education and training;
17. competitions and prize promotions;
18. alcohol;
19. nicotine or vaping products;
20. gambling;
21. age-restricted products;
22. subscription services;
23. products requiring licences;
24. regulated professional services.

OpenMail may require proof of authorisation, licences, substantiation, or compliance before accepting such advertising.

17. No misleading claims

Advertisers and sponsors must not make misleading claims.

They must not mislead users about:

1. price;
2. discounts;
3. availability;
4. features;
5. results;
6. performance;
7. security;
8. privacy;
9. compatibility;
10. endorsements;
11. sponsorships;
12. guarantees;
13. cancellation rights;
14. subscription terms;
15. delivery;
16. environmental benefits;
17. health benefits;
18. financial returns;
19. risk level;
20. urgency or scarcity.

If an objective claim is made, the advertiser should hold appropriate evidence before the advert is submitted or published.

18. Environmental and sustainability claims

Environmental claims must be clear, accurate, specific, and supported by evidence.

Advertisers should avoid vague claims such as:

1. eco-friendly;
2. green;
3. sustainable;
4. carbon neutral;
5. zero impact;
6. planet safe;
7. environmentally friendly.

If such claims are made, they should be properly qualified and supported by robust evidence.

OpenMail may reject environmental claims that appear vague, exaggerated, or unsupported.

19. Health claims

Health, medical, supplement, mental-health, beauty, wellness, and treatment claims must be lawful, responsible, and supported by appropriate evidence.

Advertisers must not claim or imply that a product can diagnose, treat, cure, prevent, or relieve a condition unless they are legally allowed to make that claim and have adequate evidence.

OpenMail may reject health-related advertising where claims appear unsafe, exploitative, misleading, or inappropriate.

20. Financial claims

Financial adverts must be lawful, responsible, and properly authorised where required.

Financial adverts must not mislead users about:

1. returns;
2. risk;
3. fees;
4. guarantees;
5. losses;
6. regulation;
7. past performance;
8. future performance;
9. availability;
10. eligibility.

OpenMail may reject financial adverts where the advertiser cannot show appropriate authorisation or compliance.

21. AI and software claims

Advertisers making claims about AI, security, productivity, encryption, privacy, automation, anti-spam, or software performance must ensure claims are accurate and supportable.

Advertisers must not imply that a product is secure, private, encrypted, anonymous, or AI-powered unless those claims are accurate and properly evidenced.

OpenMail may reject exaggerated AI or cybersecurity claims.

22. Security product adverts

Security-related adverts must not use fake warnings, fake virus alerts, fake system messages, or deceptive urgency.

Security ads must not imitate OpenMail system alerts.

Security adverts must not mislead users into thinking OpenMail has detected a problem with their device, mailbox, password, or account unless OpenMail itself is issuing a genuine security alert.

23. Ad design rules

Advertising on OpenMail should:

1. be clearly labelled;
2. look separate from real email messages;
3. avoid deceptive buttons;
4. avoid fake close buttons;
5. avoid fake notification badges;
6. avoid fake unread indicators;
7. avoid fake system warnings;
8. avoid misleading urgency;
9. avoid auto-downloads;
10. avoid auto-redirects;
11. avoid hidden click areas;
12. avoid dark patterns;
13. avoid disguising ads as OpenMail controls;
14. avoid imitating account or security messages;
15. work safely in light and dark themes.

OpenMail may require design changes before publishing an advert.

24. Landing pages

Advertisers are responsible for their landing pages.

Landing pages should:

1. match the advert's claims;
2. identify the advertiser;
3. include required legal information;
4. include pricing where relevant;
5. include cancellation terms where relevant;
6. include privacy information;
7. not contain malware;
8. not contain phishing;
9. not contain deceptive forms;
10. not force downloads;
11. not use illegal tracking;
12. not redirect users through unsafe chains.

OpenMail may reject adverts that link to unsafe, misleading, or low-quality landing pages.

25. Tracking and pixels

OpenMail should not allow hidden tracking pixels, invasive tracking, or third-party advertising trackers unless the appropriate privacy notices and consent controls are in place.

If advertising tracking is introduced, OpenMail should explain:

1. what tracking is used;
 2. who provides it;
 3. what data is collected;
 4. why it is collected;
 5. how long it is kept;
 6. whether it is shared;
 7. whether it is used for profiling;
 8. how users can accept, reject, or withdraw consent.
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26. Cookies and advertising

Advertising cookies are non-essential and may require consent.

OpenMail should not set advertising cookies or tracking technologies before obtaining consent where required.

OpenMail's Cookie Policy should explain any advertising cookies, analytics cookies, partner cookies, or tracking tools if introduced.

If OpenMail only displays static placeholder ads with no tracking, no ad network, no remote scripts, and no third-party cookies, a cookie banner may not be needed for those placeholder ads.

27. Personalised advertising

OpenMail should not use email content for personalised advertising.

If personalised advertising is introduced in future, OpenMail should explain:

1. what data is used;
2. whether profiling occurs;
3. whether sensitive data is used;
4. whether email content is excluded;
5. who receives the data;
6. what consent or lawful basis applies;
7. how users can opt out or object;
8. how users can withdraw consent where applicable.

OpenMail may decide not to offer personalised advertising at all.

28. No sale of email content

OpenMail does not sell email content to advertisers.

OpenMail does not sell mailbox passwords to advertisers.

OpenMail does not give advertisers access to private mailbox content.

OpenMail should not let sponsors read, scan, or target users based on private message bodies unless a future feature clearly changes this and lawful controls are in place.

29. User choice and controls

OpenMail may provide users with controls such as:

1. hide advertisement;
2. report advertisement;
3. why am I seeing this;
4. ad preferences;
5. cookie settings;
6. reject non-essential tracking;
7. upgrade to an ad-free plan if introduced;
8. opt out of personalised advertising if introduced.

Some controls may be introduced later.

Placeholder ads may not yet have full user controls.

30. Ad-free plans

OpenMail may introduce paid plans that reduce or remove advertising.

If ad-free plans are introduced, the pricing, renewal, cancellation, features, and limits should be clearly explained before purchase.

An ad-free plan may still include service notices, security notices, legal notices, account messages, upgrade notices, or transactional messages.

31. Sponsorship does not equal endorsement

A sponsorship or advertisement does not automatically mean OpenMail endorses the sponsor, advertiser, product, service, claim, view, or organisation.

Unless clearly stated, OpenMail is not responsible for:

1. advertiser products;
2. advertiser services;
3. advertiser claims;
4. advertiser websites;
5. advertiser pricing;
6. advertiser support;
7. advertiser refunds;
8. advertiser privacy practices;
9. advertiser security;
10. advertiser legal compliance.

Users should make their own decisions before buying or signing up for third-party products.

32. Sponsored reviews and editorial independence

If OpenMail publishes sponsored reviews, sponsored articles, comparison pages, recommendations, or partner content, the commercial relationship should be clearly disclosed.

Sponsored editorial content should not be presented as independent content if payment, commission, free product, affiliate benefit, or commercial influence is involved.

Objective claims should be supported by evidence.

Opinions should be honest and should not mislead users.

33. Testimonials and endorsements

Advertisements using testimonials or endorsements must be genuine and must not mislead.

Advertisers should hold evidence that testimonials are real and have permission to use them.

Testimonials should not imply typical results if the results are not typical.

Paid endorsements should be disclosed.

34. Influencer and creator sponsorships

If OpenMail works with creators, influencers, publishers, affiliates, ambassadors, or partners, any paid or commercially influenced content should be clearly identifiable.

Creators should use clear labels such as:

1. Ad;
2. Advertisement;
3. Sponsored;
4. Paid partnership;
5. Affiliate link;
6. Gifted where applicable.

Disclosure should be clear, prominent, and understandable before users engage with the content.

35. Affiliate and referral programmes

If OpenMail introduces affiliate or referral programmes, participants must:

1. disclose commercial relationships clearly;
2. avoid misleading claims;
3. avoid spam;
4. avoid unsolicited bulk email;
5. avoid fake reviews;
6. avoid brand impersonation;
7. avoid bidding on protected brand terms if prohibited;
8. follow programme rules;
9. comply with applicable advertising and privacy laws.

OpenMail may suspend or remove affiliates who misuse the programme.

36. Advertiser warranties

By submitting advertising or sponsorship material, an advertiser or sponsor confirms that:

1. it has authority to submit the material;
2. it owns or has rights to all content supplied;
3. the content is lawful;
4. the content is not misleading;
5. the content does not infringe third-party rights;
6. all objective claims are substantiated;
7. all required licences and permissions are in place;
8. all required disclosures are included;
9. landing pages are safe and lawful;
10. the advert does not contain malware or harmful code;
11. the advert complies with applicable advertising, consumer, privacy, and data protection law.

OpenMail may require written confirmation, evidence, or changes before publishing.

37. Advertiser responsibility

Advertisers and sponsors are responsible for:

1. their adverts;
2. their claims;
3. their products;
4. their services;
5. their landing pages;
6. their pricing;
7. their refunds;
8. their customer support;
9. their data collection;
10. their cookies;
11. their legal compliance;
12. their intellectual property rights;
13. their regulatory approvals;
14. their affiliate disclosures.

OpenMail may remove or reject advertising, but advertisers remain responsible for their own compliance.

38. Review and approval

OpenMail may review advertising before publication.

OpenMail may reject, delay, edit, remove, pause, or require changes to advertising for any reason, including:

1. legal risk;

2. misleading claims;
3. poor quality;
4. safety concerns;
5. privacy concerns;
6. user complaints;
7. regulatory concerns;
8. inappropriate content;
9. unsuitable targeting;
10. technical issues;
11. brand fit;
12. app performance;
13. security risk.

Approval of an advert by OpenMail does not remove the advertiser's responsibility.

39. Removal of advertising

OpenMail may remove or pause advertising if:

1. it appears unlawful;
2. it appears misleading;
3. it receives complaints;
4. it creates security risk;
5. it creates privacy risk;
6. it harms users;
7. it harms OpenMail's reputation;
8. it breaches this policy;
9. it breaches the advertiser agreement;
10. a regulator, court, or authority requires removal;
11. landing pages change after approval;
12. advertiser details cannot be verified;
13. payment fails;
14. the campaign ends.

OpenMail may act without notice where urgent.

40. Complaints about adverts

Users can report advertising concerns to:

Email: hello@openmail.email

Subject: Advertisement report — OpenMail

Please include:

1. where you saw the advert;
2. date and time;
3. screenshot if safe;

4. advertiser name if visible;
5. why you think it is misleading, unsafe, inappropriate, or unlawful;
6. whether you clicked it;
7. whether it caused harm or loss;
8. any error or suspicious behaviour.

Do not send passwords, private keys, or unnecessary sensitive information.

41. Security reports about adverts

If you believe an advert contains malware, phishing, tracking abuse, fake login pages, or unsafe redirects, report it to:

Email: hello@openmail.email

Subject: Security report — advertisement

Do not interact with the advert further.

Do not download files from suspicious adverts.

Do not enter passwords into websites reached through suspicious adverts.

42. Advertiser enquiries

Advertisers and sponsors may contact:

Email: hello@openmail.email

Subject: Advertising enquiry — OpenMail

Include:

1. advertiser name;
2. business address;
3. website;
4. contact person;
5. product or service;
6. proposed advert format;
7. proposed landing page;
8. target audience;
9. campaign dates;
10. claims to be made;
11. evidence for objective claims;
12. whether tracking or cookies are requested;
13. whether the product is regulated;
14. budget or sponsorship proposal.

OpenMail may request additional information before considering a campaign.

43. Advertiser identity verification

OpenMail may require advertisers to provide identity or business verification, such as:

1. legal name;
2. trading name;
3. company number where applicable;
4. business address;
5. contact email;
6. website;
7. product details;
8. licences or authorisations;
9. tax or billing information;
10. proof of rights to use creative material.

OpenMail may reject advertisers who cannot provide sufficient information.

44. Payment and billing for advertising

If OpenMail sells advertising or sponsorship, payment terms should be agreed separately.

Payment terms may include:

1. price;
2. campaign dates;
3. placement type;
4. impression or click assumptions;
5. creative requirements;
6. approval process;
7. cancellation terms;
8. refund terms;
9. taxes;
10. payment due date;
11. reporting;
12. renewal terms.

Unless otherwise agreed, advertising space is not guaranteed until accepted and paid where payment is required.

45. Refunds for advertisers

Advertising refunds, if any, should be governed by the advertiser agreement.

OpenMail may refuse refunds where:

1. the advert was delivered as agreed;
2. the advertiser supplied incorrect material;
3. the campaign was rejected for policy breach;

4. the advertiser breached the agreement;
5. the landing page became unsafe or unlawful;
6. the advertiser requested cancellation after publication;
7. payment-provider costs are non-refundable.

OpenMail may provide goodwill credits at its discretion.

46. No guarantee of results

OpenMail does not guarantee advertising results.

OpenMail does not guarantee:

1. clicks;
2. conversions;
3. signups;
4. purchases;
5. sales;
6. leads;
7. rankings;
8. brand lift;
9. engagement;
10. return on investment;
11. inbox placement;
12. campaign success.

Advertising performance may vary.

47. Reporting and measurement

If advertising reporting is provided, it may include:

1. placement dates;
2. impressions;
3. clicks;
4. click-through rate;
5. basic campaign status;
6. delivery status;
7. aggregated performance data.

Reporting may be approximate.

OpenMail should not report private email content to advertisers.

48. User privacy in ad reporting

Advertising reports should avoid revealing personal email content.

OpenMail should not provide advertisers with:

1. email body content;
2. mailbox passwords;
3. private messages;
4. attachment contents;
5. full contact books;
6. private mailbox folder names;
7. sensitive personal data;
8. unnecessary user-level behaviour.

If user-level ad reporting is introduced, privacy notices and consent controls should be updated where required.

49. Ad targeting restrictions

OpenMail may restrict advertising targeting.

OpenMail should not target ads based on:

1. private email content;
 2. special category data;
 3. sensitive personal data;
 4. children's data;
 5. inferred health conditions;
 6. financial distress;
 7. legal problems;
 8. private family information;
 9. confidential message content;
 10. protected characteristics in an exploitative way.
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50. Political advertising

OpenMail may reject political advertising.

If political advertising is considered, OpenMail may require:

1. clear disclosure;
2. identity verification;
3. sponsor information;
4. legal compliance;
5. targeting restrictions;
6. record keeping;
7. additional review.

OpenMail may choose not to accept political advertising at all.

51. Charity and cause-related advertising

Charity or cause-related advertising should be accurate, respectful, and transparent.

Advertisers should make clear:

1. who is receiving funds;
2. whether the organisation is registered;
3. how donations are used;
4. whether OpenMail receives a fee or commission;
5. any conditions or limits.

OpenMail may request evidence before publishing charity-linked promotions.

52. Competitor advertising

OpenMail may accept or reject competitor advertising at its discretion.

Competitor ads must not mislead users, impersonate OpenMail, or create confusion about the source of the service.

Competitor comparison claims should be fair, accurate, and evidence-based.

53. Native advertising and advertorials

If OpenMail publishes native advertising or advertorial content, it should be clearly labelled.

Labels may include:

1. Advertisement feature;
2. Sponsored article;
3. Partner content;
4. Paid promotion.

Native advertising should not be presented as independent editorial content where it is paid or commercially influenced.

54. Email advertising

OpenMail may send service messages, legal notices, account notices, security notices, or transactional emails.

Marketing emails from OpenMail, if introduced, should comply with applicable electronic marketing rules.

OpenMail should not send marketing emails without an appropriate lawful basis and any required consent or soft opt-in.

OpenMail should provide opt-out where required.

OpenMail is not a bulk email marketing platform.

55. Sponsored email messages

OpenMail should be cautious with sponsored email messages.

Sponsored email messages should:

1. be clearly labelled;
2. not imitate personal emails;
3. not hide the commercial source;
4. not be sent without lawful basis;
5. include required sender details;
6. include opt-out where required;
7. comply with electronic marketing rules.

OpenMail may choose not to offer sponsored email messages.

56. User-generated ads

Users may not post, send, or upload advertising through OpenMail that breaches our Terms or Acceptable Use rules.

Users must not use OpenMail to send spam, phishing, scams, unlawful marketing, or unsolicited bulk email.

Users are responsible for their own email marketing compliance.

57. AI-generated advertising

Advertisers must disclose where required if advertising is materially AI-generated or uses AI-created endorsements, claims, testimonials, images, or voices.

AI-generated ads must not mislead users.

AI-generated people, fake endorsements, fake testimonials, fake product results, fake screenshots, or fake interface states may be rejected.

OpenMail may require human review and evidence for AI-generated advertising.

58. Intellectual property

Advertisers must not submit material that infringes:

1. copyright;
2. trade marks;
3. design rights;
4. database rights;
5. passing off rights;
6. personality rights;
7. privacy rights;
8. image rights;
9. confidentiality rights.

Advertisers must have permission to use logos, images, music, videos, screenshots, endorsements, testimonials, names, and third-party brands in their ads.

59. Use of OpenMail brand

Advertisers may not use the OpenMail name, logo, interface, screenshots, icons, trade marks, or branding without permission.

Advertisers must not imply that OpenMail endorses them unless OpenMail gives written permission.

Advertisers must not imitate OpenMail system notices, login pages, account pages, or security messages.

60. Technical ad requirements

OpenMail may set technical requirements for ads, including:

1. file format;
2. file size;
3. image dimensions;
4. animation limits;
5. no auto-play audio;
6. no forced redirects;
7. no pop-ups;
8. no malware;
9. no hidden scripts;
10. no obfuscated code;
11. no fingerprinting;
12. no excessive network calls;
13. no layout-breaking creative;
14. no CPU-heavy animations;
15. no accessibility-breaking design.

OpenMail may reject ads that harm performance or user experience.

61. Accessibility

Advertisements should be accessible where possible.

This may include:

1. readable text;
2. sufficient colour contrast;
3. no flashing content that may trigger photosensitive users;
4. meaningful alt text where relevant;
5. keyboard-safe behaviour;
6. screen-reader-friendly labelling where possible.

OpenMail may reject advertising that creates accessibility risks.

62. Dark patterns

OpenMail does not want advertising to use dark patterns.

Advertisers should avoid:

1. fake scarcity;
2. hidden fees;
3. confusing cancellation;
4. forced continuity;
5. trick buttons;
6. deceptive countdown timers;
7. disguised ads;
8. fake notifications;
9. pressure tactics;
10. confusing opt-outs;
11. pre-ticked consent;
12. misleading design hierarchy.

OpenMail may remove adverts that use manipulative design.

63. Pricing and subscription ads

Ads for paid products or subscriptions must be clear about:

1. price;
2. billing period;
3. trial length;
4. renewal;
5. cancellation;
6. minimum commitment;
7. taxes or fees;

8. delivery costs;
9. eligibility;
10. material limits.

Subscription ads must not hide renewal or cancellation terms.

64. Promotions, competitions, and giveaways

Promotions, competitions, prize draws, giveaways, or discount offers must clearly explain:

1. who is running the promotion;
2. eligibility;
3. start and end dates;
4. how to enter;
5. prize details;
6. restrictions;
7. selection process;
8. winner notification;
9. costs;
10. terms and conditions.

OpenMail may require promotion terms before publishing.

65. Location and jurisdiction

OpenMail is based in the United Kingdom.

Advertising shown on OpenMail may be subject to UK rules and may also be subject to rules in other countries where users, advertisers, or recipients are located.

Advertisers are responsible for ensuring their ads are lawful in the locations where they are targeted or displayed.

66. Data protection responsibilities of advertisers

Advertisers are responsible for their own data protection compliance.

If advertisers collect personal data through landing pages, forms, pixels, cookies, or signups, they must provide appropriate privacy notices and comply with applicable data protection laws.

OpenMail may reject advertisers whose data collection appears unclear, excessive, unsafe, or unlawful.

67. Advertiser cookies and consent

Advertisers must not place cookies, pixels, scripts, trackers, or similar technologies through OpenMail without permission.

Where such technologies are allowed, the advertiser must provide accurate details so OpenMail can update its Cookie Policy, Privacy Policy, and consent controls where required.

OpenMail may reject advertising that requires invasive tracking.

68. Malware scanning and security review

OpenMail may scan, review, or test advertising materials and landing pages for security.

This may include checking for:

1. malware;
2. phishing;
3. unsafe redirects;
4. suspicious scripts;
5. fake login pages;
6. mixed content;
7. insecure downloads;
8. domain reputation issues.

Passing a security review does not guarantee that an advert is safe forever.

OpenMail may re-check campaigns periodically.

69. Changes to adverts after approval

Advertisers must not materially change landing pages, redirects, claims, prices, offers, or tracking after approval without telling OpenMail.

OpenMail may remove campaigns if the destination changes or becomes unsafe.

70. Record keeping

OpenMail may keep records of advertising and sponsorship activity, including:

1. advertiser details;
2. campaign dates;
3. ad creative;
4. approvals;
5. complaints;
6. removal decisions;

7. invoices;
8. payment records;
9. correspondence;
10. policy checks.

Records may be kept for legal, audit, tax, dispute, security, and compliance purposes.

71. Conflicts of interest

OpenMail may receive money, commission, products, services, discounts, or other benefits from sponsors, advertisers, affiliates, or partners.

Where relevant, commercial relationships should be disclosed clearly.

OpenMail should avoid presenting paid content as neutral or independent when it is commercially influenced.

72. Complaints to regulators

Users may have the right to complain to relevant regulators or authorities about misleading, unsafe, or unlawful advertising.

OpenMail encourages users to contact us first so we can investigate and take action where appropriate.

OpenMail may cooperate with regulators where required.

73. No guarantee of advertiser availability

OpenMail does not guarantee that any advertiser, sponsor, offer, discount, product, service, or promotion will remain available.

Offers may end, change, be withdrawn, or become unavailable.

Users should check the advertiser's own terms before purchasing or signing up.

74. User responsibility

Users are responsible for their own decisions when clicking adverts, visiting landing pages, buying products, subscribing, sharing data, or entering promotions.

Users should:

1. verify advertiser identity;
2. check pricing;

3. read terms;
 4. read privacy notices;
 5. check cancellation rules;
 6. avoid suspicious links;
 7. avoid sharing passwords;
 8. avoid entering payment details on unsafe sites;
 9. report suspicious adverts.
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75. Relationship with legal pages

This policy should be read with:

1. Terms & Conditions;
2. Privacy Policy;
3. Cookie Policy;
4. Disclaimer;
5. Help & Support;
6. FAQ.

If advertising involves personal data, cookies, tracking, payments, or marketing emails, those policies may also apply.

76. Updates to this policy

OpenMail may update this Advertisement & Sponsorship Policy from time to time.

Updates may happen because of:

1. new advertising formats;
2. new sponsors;
3. new privacy controls;
4. new cookie tools;
5. new legal requirements;
6. user complaints;
7. platform changes;
8. monetisation changes;
9. security changes;
10. regulator guidance.

The “Last updated” date shows when the policy was last updated.

77. Contact

Questions about advertising, sponsorship, or this policy should be sent to:

OpenMail™ Exchange
41 Norman Avenue

London
N22 5ES
United Kingdom

Email: hello@openmail.email

78. Short advertisement summary

OpenMail may show advertisement placeholders, sponsorships, partner placements, affiliate links, upgrade prompts, and future paid promotions.

Ads and sponsored content should be clearly labelled.

OpenMail should not use private email content to build advertising profiles.

OpenMail should not sell email content or mailbox credentials to advertisers.

Advertisers are responsible for their own claims, products, landing pages, privacy practices, cookies, legal compliance, and user support.

Users can report advertising concerns to hello@openmail.email.

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