TOSHIBA Smart TV Application Publication Guidelines

1 Introduction
To be published on Toshiba Smart TV portals, any Smart TV application ("App") must meet the requirements detailed in Section 2. Failure to do so at time of submission or amends to the App after publication that would lead to a violation of Toshiba requirements will result in the immediate exclusion of the concerned App from Toshiba Smart TV devices without prior notice.

2 Application requirements
2.1 General
a) All Apps must comply with all applicable laws, rules, regulations and court orders in the respective countries where publication is requested.
b) Apps must not encourage users to use the Toshiba Smart TV devices in a way that may cause damage to these devices.
c) Apps and the content within Apps must not infringe, or likely infringe, the intellectual property rights, property rights, business secrets, privacy, or other rights or interests of Toshiba, the Toshiba group companies, or any third party.
d) Apps must guarantee user’s privacy and protection of user’s personal information in line with applicable laws and regulations. In particular but not limited to, publishers are not allowed to share with third-parties any specific data collected from users (i.e. gender, age, name, email address, postal address, telephone number, etc.) unless such communication is necessary for the execution of their service on the Toshiba device (e.g. billing the user for the usage to their service or content within their service). In such case the user needs to be informed about the processing and sharing of the information in advance and the user needs to give explicit consent to this.
e) Apps must not include any computer virus or other harmful program that causes Toshiba’s device or system to crash or malfunction.
f) Apps must not interfere with the operation of the Toshiba Smart TV devices and systems or have any behavior that Toshiba deems
inappropriate, in its sole discretion, in relation to the user experience provided in its devices and systems.

2.2 Localization

a) Apps’ user interface must be localized in the official language(s) mandated by the regulation of the country where they are published. If no local legal obligation exists, but the official language of the country where the App is published is English, French, German, Spanish, Portuguese, Italian, Polish, Russian, Greek, Turkish, Bulgarian, Romanian, Arabic or Hebrew, then the App’s user interface shall be localized in that language. In all other cases, the user interface shall be in English at least.

b) Audio/video content provided in the Apps must be localized in the language of the country where the App is published if mandated by the local regulation. If not mandated by local laws and the content language is foreign to the country where the App is published, then the content shall at least be subtitled in English.

c) No exception to these requirements can be accepted without prior written consent from Toshiba.

2.3 Contents

a) Apps must not include falsified or misleading content.

b) No App shall serve the main purpose of advertising or soliciting business for its publisher or any third party unless it is approved by Toshiba as a brand App. Approval of a brand App is subject to the requirement that the publisher promotes the brand App or publisher’s product or service through a paid advertising campaign on the Toshiba Smart TV portal. This advertising campaign must be contracted by the publisher through Toshiba’s authorized agents. Toshiba, at its option, may remove the brand App at the end of the advertising campaign period.

c) No App shall offer or include any content deemed inappropriate by TOSHIBA in its sole discretion. Inappropriate content includes, but is not limited to any text, artwork, photographs, displays, audio, or video material that promotes, endorses, sanctions, or depicts any of the following, unless solely for the purpose of conveying information that would reasonably be considered as newsworthy to all users:

- Libelous or defamatory matter
- Spyware, adware or other malicious programs or code
- Items subject to embargo or import or export regulations
- Counterfeit goods
- Matter that might be prohibited under "hate crimes" statutes
- Matter that might discriminate or offend on the basis of race, gender, religion, ethnicity, age, physical disability, or sexual orientation
- Terrorism
- Criminal activity
- Sects
- Political parties
- Goods made from protected animal/plant species
- Cigarettes and tobacco related material
- Illegal drugs and paraphernalia
- Unauthorized or unapproved use of the intellectual property rights of Toshiba or of any other person or entity
- Guns and other weapons of harm
- Unlicensed or unauthorized medical, legal, tax or other professional advice
- Unlicensed sale of prescription drugs
- Stolen products and items used to commit theft
- Fireworks, explosives and other hazardous materials

d) Alcohol beverage related material
   Apps must comply with the specific legislation of each country where they are published. In addition to it, Toshiba will run their own tests of Apps featuring alcohol beverage related materials and authorize publication in Toshiba Smart TV devices at its sole discretion.

e) Pornographic material
   - Pornographic content is authorized solely in dedicated adult Apps or within a dedicated adult section of a more general video on demand App, provided the App complies with the local legal regulations or general practice (especially about child protection) related to pornography in the country where it is published.
   - Launch of dedicated adult Apps will require input by the consumer of the child lock PIN code of the TV set. The
mechanism to apply the PIN code to the App is managed and implemented by Toshiba. There is no requirement for the App publisher to implement this in the App code itself.

- Adult Section of general video on demand Apps must have a separate specific and protected access versus the other genres that must mandate a specific sign-in. Dedicated adult Apps must also mandate a specific user sign-in.
- In both cases, no content picture, video (including trailers), content description or other form of information of a pornographic or obscene nature shall be displayed in the App until the user has paid for the content.
- Toshiba will run their own tests of dedicated adult Apps or adult sections within Apps, ask for amends and authorize publication in Toshiba Smart TV devices at its sole discretion.

2.4 Export Control

Publishers are required to comply with the United States Export Administration Regulations, and any other applicable law, regulation and/or order when they provide any technology or program via the App.

3 General

If any provision of these guidelines shall be held to be invalid, illegal or unenforceable, the validity, legality and enforceability of the remaining provisions shall not in any way be affected or impaired. Toshiba may amend the guidelines from time to time. Once an updated version is issued the old version shall be no longer valid. Only the latest and most current version shall be valid.

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