

Cingular Safe Policy Guideline

March, 2006

Recent Headlines: Indecency Continues to be a Top Priority for the FCC and Family Groups

FCC Leans on Comcast, Time Warner to Advance Anti-Indecency Agenda

- Detroit News

Family Tier TV Plan Faces Questions

- The National Journal

As Decency Issue Boils, Comcast Sets a Family Tier

- The Boston Globe

Cable Companies Planning 'Family Tier' to Please FCC: Package Likely

- Chicago Sun-Times

They're Back: FCC Looks to Family Tiers

- Cable World

Comcast offers G-rated 'family-tier' package: The cable-TV giant sought to address criticism of sex and violence and to stave off a la carte pricing.

- Philadelphia Enquirer

Fair Warning

Statement of former FCC Chairman Michael Powell:

Fair warning is appropriately an important consideration in indecency cases. In complaints you often find that Americans are not excessively prudish, only that they are fed up with being ambushed with content at times and places they least expect it. It is insufficient to tell consumers not to watch objectionable content, if the “shock” value is dependent on the element of surprise...Context remains vital to any consideration of whether profanity or sexual content constitutes legally actionable indecency.

In the Matter of Complaints Against Various Television Licensees Regarding Their Broadcast on November 11, 2004, of the ABC Television Network’s Presentation of the Film “Saving Private Ryan”

FCC Ruling: February 28, 2005

CTIA Content Classification Criteria

CA Cellular Accessible	CR Cellular Restricted
<p>Any content from material with the following ratings is generally accessible content:</p> <p>TV-Y TV-Y7 TV-G TV-PG TV-14 Edited TV-MA (without Restricted Content Identifiers) MOVIE-G MOVIE-PG MOVIE-PG13 with no nudity Edited Movie-R (without Restricted Content Identifiers) ESRB-EC ESRB-E ESRB-10+ ESRB-T</p>	<p>Unedited or complete versions of content with the following ratings are restricted content:</p> <p>MPAA-R MPAA-NC 17 Movies Unrated TV-MA TV-Adult or Unrated Adult ESRB-M ESRB-A</p>
<p>Any material that has been edited from content previously rated by the MPAA, TV Networks or ESRB— or material previously unrated by these same ratings boards — is generally accessible content if it does not contain any of the following Restricted Content Identifiers:</p> <p>Intense profanity Intense violence Graphic sexual activity or sexual behaviors Nudity Hate speech Graphic depiction of illegal drug use</p>	<p>Any material that has been edited from content previously rated by the MPAA, TV Networks or ESRB— or material previously unrated by these same ratings boards — is generally considered restricted content if it contains any of the following Restricted Content Identifiers:</p> <p>Intense profanity Intense violence Graphic sexual activity or sexual behaviors Nudity Hate speech Graphic depiction of illegal drug use Any activities that are restricted by law to those 18 years of age and older, such as gambling and lotteries, are restricted content</p>

CTIA Content Classification Criteria-Music and Audio

CA Cellular Accessible			CR Cellular Restricted
No Labels	CE Cellular Edited Clean Label	CW Cellular Warning Explicit Label	CR Cellular Restricted
<p>All songs from non-RIAA Parental Advisory Albums All ringtones with no lyrics</p>	<p>All songs from RIAA Parental Advisory Albums that have been edited to remove offensive content (broadcast versions of songs with explicit lyrics)</p> <p>All ringtones and ringbacks that have been edited to remove Restricted Content Identifiers (broadcast versions of songs with explicit lyrics)</p>	<p>All complete songs from albums with RIAA Parental Advisory labels that have not been edited</p>	<p>Ringtones and ringbacks from songs from albums with RIAA Parental Advisory labels that have not been edited to remove offensive content or that contain the following Restricted Content Identifiers:</p> <ul style="list-style-type: none"> Intense profanity Description of intense violence Graphic depiction of sexual activity or sexual behaviors Hate speech Graphic depiction of illegal drug use

Cingular Approach to Content Categorization

**Cingular Content Policy implementation for
the MEdia Mall will be accomplished in 2
Phases:**

- **Phase 1 - Cingular Safe / Generally Acceptable (GA)
March 2006**
- **Phase 2 – Content Rating - 2H 2006**

Overall Cingular Safe Policy

- **“Cingular Safe” is Cingular’s working name for the set of mobile content available to subscribers who have turned on the MediaNet Content Filter to On.**
- **All content in Cingular Safe should be reasonably suitable for consumers approximately 11-12 years of age or at a 6th grade level and younger.**
- **Parental guidance may be suggested for some of the content, but overall, the elements contained in Cingular Safe are not at a level that would require parental warnings.**

Cingular Safe Content

- **Will not contain the following elements:**
 - **Nudity, including partial nudity**
 - **Depiction of sexual activity or sexual behaviors**
 - **Profanity**
 - **Hate speech**
 - **Depictions of violence, especially intense violence that results in blood, gore, injury or death**
 - **Explicit references to or explicit depictions of alcohol, drug use, tobacco use, and gambling**
- **Further definitions of these elements are contained in the appendix**

Cingular Safe Music Policy

- **Full Songs:** No full songs from albums containing an RIAA Parental Advisory Label will be available in Cingular Safe. Radio edit versions of songs from albums containing an RIAA Parental Advisory label are allowable.
- **Ringtones/Ringbacks:** Cingular music suppliers must certify that all ringtones or ringbacks are radio edit versions or the equivalent of radio edit versions. Under the CTIA Content Classification Guidelines, ringtones and ringbacks may not contain the following Restricted Content Identifiers:
 - Intense profanity
 - Description of intense violence
 - Graphic depiction of sexual activity or sexual behaviors
 - Hate speech
 - Graphic depiction of illegal drug use

Ringtones and Ringbacks

- **All ringtones and ringbacks that do not contain lyrics are allowable in Cingular Safe as long as they do not violate the following artist name and title guidelines:**
 - **No albums or songs containing artist names or titles with the following will be allowable in Cingular Safe:**
 - **Profanity**
 - **Obscured profanity using symbols such as *,X,?,!**
 - **Words of a clear sexual nature describing sexual activity or sexual behavior**
 - **Words, slang words, or phrases that are of a sexual nature**
 - **Hate words**
 - **Words clearly related to illegal drug use**
 - **Words clearly intended to incite violence**
- **A list of words that violate these guidelines is contained in the appendix.**

Games

- **All games in Cingular Safe should contain elements that correspond with a console game rating of EC, E or E10+. According to the ESRB, games in the E10+ category may include cartoon violence, mild language and/or minimal suggestive themes.**
- **Mobile versions of games that may have been rated T by the ESRB are allowable if the mobile version contains elements that correspond with a rating of no greater than E10+. Games rated M or A by the ESRB are not allowed in Cingular Safe.**

Still Images/Wallpaper

- **Images in Cingular Safe should equate with TV and movie G and PG ratings. Cingular Safe images should not include either depicting or insinuating nudity or partial nudity.**
 - **This includes modeling photos from:**
 - **Sports Illustrated Swimsuit Issue**
 - **Maxim**
 - **Any other adult-themed publications**

Still Images/Wallpaper

- **The images in Cingular Safe will not contain the following elements:**
 - **Nudity, including partial nudity and non-fully clothed modeling**
 - **Depiction of sexual activity or sexual behaviors**
 - **Profanity and obscured profanity including rearranging of letters spelling profane words (such as “fcuk”).**
 - **Hate speech or offensive images that are the equivalent of hate speech**
 - **Depictions of violence, especially violence that results in blood, gore, injury or death**
 - **Images meant to clearly incite violence**
 - **Explicit references to or explicit depictions of alcohol, drug use, tobacco use and gambling**

Cingular Safe Video Corresponds to Content Ratings in TV, and Movie Platforms

- **TV:**
 - **G, TV-Y, TV-Y7 and PG**
- **Movies:**
 - **G and PG**
- **Cingular Safe may contain TV and movie and other video content with the above listed rating categories but will not contain content rated for older audiences.**
- **Cingular Safe video may contain some of the following elements:**
 - **Cartoon, fantasy or mild violence**
 - **Mild sexual innuendo**
 - **Mild language or mildly suggestive dialogue**

Cingular Video – Premium Tier

- **Premium Tier: Includes all paid subscription content decks. Includes all TV-MA, R-rated movie content or other content that may include Restricted Content Identifiers as defined by the CTIA Content Classifications Guidelines:**
 - Intense profanity
 - Intense violence
 - Graphic sexual activity or sexual behaviors
 - Nudity
 - Hate speech
 - Graphic depiction of illegal drug use
 - Any activities that are restricted by law to those 18 years of age and older, such as gambling and lotteries, are restricted content.

Cingular Video – Initial Tier Organization

- **Premium Tier:**
 - **An essential part of the Premium Tier is the parental ability to block their children’s access to Premium content in two ways:**
 - **By turning on the Content Filter in MediaNet, (thereby enacting Cingular Safe content), parents will prevent their children from accessing any Cingular Video application including both Basic and Premium content.**
 - **By enabling Cingular’s Purchase Blocker in MediaNet, children will be unable to make purchases of Cingular content, including Premium content.**

Premium Tier Content Guidelines

- 1. SEXUAL ACTS:** All video clips should exclude the overt depiction of sexual acts or dialogue which describes such acts in an overly vulgar or offensive manner. Brief nudity is permitted, but dwelling nudity should not be presented. Example: Playful sexual banter is allowable...vulgar dialogue from an over-the-top comedian is not.
- 2. PROFANITY:** Profanity, or words or phrases deemed obscene or vulgar, should be excluded if these words are used in a sexual context that includes dialogue regarding sexual intercourse, sexual behavior and/or sexual functions. Crude language is permissible in that it plays a role in the common vernacular. Example: If someone hits his or her head against the wall and shouts “fuck!” it is OK.
- 3. VIOLENCE:** Video clips should not present graphic scenes of violence. Example: Shooting people is fine—showing bloody brain matter splattering the wall is not. Graphic violence includes the following:
 - Graphic and explicit images of blood or injuries
 - Scenes of sexual violence including rape
 - Extreme violence including sadism and torture
 - Repeated sustained violence that amounts to cruel and unusual behavior

Premium Tier Content Guidelines

- **HATE SPEECH:** Content that constitutes hate speech should be excluded. Hate speech is defined as verbal words, or non-verbal actions, intended to degrade, intimidate or incite violence or prejudicial action against someone based on their race, ethnicity, national origin, religion, sexual orientation or disability. A reasonable person must foresee that the alleged hate speech would be interpreted as a serious expression of intent to incite violence or prejudicial action.
- **DRUG USE:** Video clips should not present graphic depictions of illegal drug use. Graphic depiction of illegal drug use is defined as verbal words, or non-verbal actions, that depict illegal drug use in such an explicit, shocking and dwelling manner that a reasonable person would conclude that the depiction is intended as a serious expression to promote or incite illegal drug use.

Cingular Safe Video – Basic Tier

- **Basic Tier: All other non-Premium video will be contained in the Basic tier. All Basic content will be Generally Accessible Content as defined in the CTIA Content Classification Guidelines. Basic content may not include any of the Restricted Content Identifiers as defined in the CTIA Guidelines:**
 - Intense profanity
 - Intense violence
 - Graphic sexual activity or sexual behaviors
 - Nudity
 - Hate speech
 - Graphic depiction of illegal drug use
 - Any activities that are restricted by law to those 18 years of age and older, such as gambling and lotteries, are restricted content
- **As part of the CTIA Guidelines, TV-MA and R-rated movies may be shown as part of Generally Accessible content only if they do not contain the Restricted Content Identifiers listed above.**
- **TV-14 and movie PG-13 programming will be contained in the Basic tier but not in Cingular Safe.**

APPENDIX

APPENDIX: “CINGULAR SAFE” RESTRICTED WORDS AND PHRASES FOR MUSIC

- Including but not limited to:

- Anal
- Ass
- Balls
- Bastard
- Bitch
- BJ
- Blowjob
- Boob
- Breasts
- Clit
- Cock
- Condom
- Corn-hole
- Crapping
- Cunnilingus
- Cunt
- Deep-throating
- Dick
- Dike
- Douche bag
- Fag
- Faggot
- Fart
- Fellatio
- Fornicate
- Fuck
- Fudge packing
- Genital
- Hell
- Hiney
- Ho
- Hung
- Insemination
- Laid
- Lesbian
- Masturbate
- Naked
- Nigger
- Nipples
- Nutsack
- Orgasm
- Pee pee

APPENDIX: “CINGULAR SAFE” RESTRICTED WORDS AND PHRASES FOR MUSIC Cont.:

- Including but not limited to:

- Penis
- Piss
- Porking
- Porn
- Pornography
- Prick
- Puberty
- Pubic
- Pussy
- Queer
- Rape
- Rim job
- Ruby red bag
- Screwing
- Scrotum
- Semen
- Sex
- Shit
- Sit on my face
- Sixty-nine
- Slut
- Smegma
- Sodomize
- Teabagging
- Testicles
- Uncircumcised
- Uterus
- Vaginal
- Whore

APPENDIX: “CINGULAR SAFE” CONTEXTUALLY RESTRICTED WORDS AND PHRASES FOR MUSIC

- Including but not limited to:

- Bang
- Beaver
- Bosom
- Bulge
- Can
- Come
- Erection
- Fist
- Get off
- Head
- Hump
- Lick
- Moon
- Oral
- Poking
- Rub
- Shaft
- Sleep with
- Suck
- Swallowing
- Tongue
- Whip it out
- Winky

APPENDIX: POSSIBLE “CINGULAR SAFE” RESTRICTED RINGTONE CATEGORIES

- Including but not limited to:

- Adam Sandler
- Adult Swim
- Animal House
- Biggest Laffs
- Born in East LA
- Bride of Chucky
- Cheech and Chong’s Next Movie
- Cosmo Girl
- Dazed and Confused
- Fall Hits
- Family Guy
- Fast Times at Ridgemont High
- Film/TV Stars
- Hustle and Flow
- Maxim
- Models
- Political Ringers
- Sixteen Candles
- Stand Up Comedy
- Urban World

APPENDIX: “CINGULAR SAFE” RESTRICTED RINGTONE TITLES

•Including but not limited to:

- America, Love it or Shove it!
- Anorexic girlfriend
- Answer the damn phone!
- ATHF: Meatwad: Getting Busy
- Big hiney
- Blow it out ya A—
- Booty call
- Bush likes fruit cups
- Don’t make me hurt you!
- Drop your drawers
- Eat, Sleep, Poop, Sex!
- Fat, Drunk and Stupid
- Get Off Ya Ass!
- Get you pregnant
- Getting your freak on
- Giving you the bird
- Grandma pregnant with uncle
- Hell to pay
- Hey sexy
- Ho’ calling again
- Hot beef injection
- Hustler, pick up!
- I had sex with a girl
- Late night booty call
- Like, I’m not picking up the MF phone!
- Love gravy
- Madame on the phone
- Muda Sucka pick up
- No more yank my wanky!
- Not your sloppy seconds
- Ooooh sexy girlfriend!
- Paid off your pimps!
- Pimp in the building
- Pimp juice
- Pimp matrix
- Pimp phone ringing
- Pimp, pick up!
- Rules against alcohol
- Shafted
- Shawty callin
- Shorty trying to call
- Spit or swallow
- Such a bitch

APPENDIX: “CINGULAR SAFE” RESTRICTED RINGTONE TITLES CONT.:

- **Including but not limited to:**

- **What are you people on dope?!**
- **When making out...**
- **Who the hell calling you?!**
- **Whoop that trick**
- **You're a gutless turd!**

APPENDIX: POSSIBLE “CINGULAR SAFE” RESTRICTED IMAGE CATEGORIES

•Including but not limited to:

- Abstract bling
- Adult swim
- Alpha betty
- Angry little girl
- Animal House
- Barrio mobile
- Betty boop
- Blade
- Bleeding through
- Blingpix
- Born in East LA
- Bride of chucky
- Caller ID
- Cheech and Chong: The Next Movie
- Clubbin’
- CosmoGirl hot guys
- Dazed and confused
- Destroy
- Election quest
- Eminem
- Express yourself
- Family guy
- Food and drink
- Gambling
- Girl gear
- Girl hottie of the day
- Girls tattoos
- Glam devil
- Graffiti
- Green day
- Growing up Gotti
- G-unit
- Guy hottie of the day
- Halloween
- Hellcats
- Hip-hop
- Hotties
- House of Wax
- Hustle and Flow
- Incubus
- Jennifer Lopez
- Lil John
- Lil Kim

APPENDIX: POSSIBLE “CINGULAR SAFE” RESTRICTED IMAGE CATEGORIES CONT.:

- Including but not limited to:

- Little miss attitude
- Lordz of Brooklyn
- Lugar heights
- Papa Roach
- Poker
- Red hot devils
- Ren and Stimpy
- Sin city
- Sixteen candles
- Street Vibe
- Sub-culture
- Tattoo art
- Terminator 3
- The dead
- The F-Ups
- The Kinison
- The Punisher
- Urban girl
- Urban life
- Urban stylez
- Wicked Betty

APPENDIX: “CINGULAR SAFE” RESTRICTED IMAGES

•Including but not limited to:

- Bangin booty
- Barrio killa
- Be mine silhouette
- Beeotch CID
- Blingin Latin lover
- Boo berry martini
- Bootlicker CID
- Bootylicious
- Brian: I just need a leg
- C is for crunk
- Cabana girl
- Candy shop
- Champagne girl
- Crazy curses
- Cut off head
- Damn I’m cute
- Devil in disguise
- Dirrty girl
- Drinkin buddy
- Funkadelic pimp
- Go to Hell
- Go to Hell CID
- Halloween hockey mask
- Hot damn
- Hot Hot Hot Mistress
- Hotwire girl
- I hate people
- Martini goddess
- N is for Naughty
- Naughty dame
- Octoberfest beer since 1810
- Pluck you!
- Portrait of a hot man
- Red devil
- Red hot mama cita
- Rock out with your cock out!
- S is for Sexy
- Salsa Latino
- Sexy baile
- Sexy Latina chic
- Shorty CID

APPENDIX: “CINGULAR SAFE” RESTRICTED IMAGES CONT.:

- **Including but not limited to:**

- Sin is in
- T is for Tease
- The donger is wasted
- Two is better than one
- U is for Use me
- Want a treat?

APPENDIX: CATEGORY DEFINITIONS

- **Nudity or Partial Nudity:**
 - **Male Genitals**
 - **Female Genitals**
 - **Female Breasts**
 - **Bare Buttocks**

APPENDIX: CATEGORY DEFINITIONS

- **Graphic Sexual Activity or Sexual Behaviors:**
 - **Explicit sexual acts, functions (e.g. masturbation, ejaculation) and behavior**
 - **Obscured or implied sexual acts**
 - **Visible sexual touching or fondling**
 - **Extreme passionate kissing or licking**
 - **Sexual violence**
 - **Material likely to incite interest in abusive sexual activity**
 - **Depiction of physical restraint in a sexual context (e.g. sadomasochism)**
 - **Degrading sexual or prurient activities(e.g. bestiality)**
 - **Sexual penetration involving foreign objects**
 - **Porn star or pornography-industry “activities” in sexually suggestive situations**

APPENDIX: CATEGORY DEFINITIONS

- **Profanity:**
 - **Explicit sexual language**
 - **Crude words or profanity**
 - **Repeated mild expletives**
 - **Language intended to incite violence**

APPENDIX: CATEGORY DEFINITIONS

- **Intense Violence:**

- **Sexual violence/rape**
- **Blood and gore**
- **Killing**
- **Deliberate injury and unusual methods of causing injury or pain**
- **Deliberate damage to objects**
- **Criminal acts**
- **Extreme violence including sadism, torture**
- **Infliction of severe pain or physical harm (possible exceptions: artistic, educational, sports)**
- **Violence involving use of weapons by human figures or fantasy characters that is realistic enough to be considered promotion of violence**
- **Repeated sustained violence (including kicking, hitting, stabbing) that amounts to cruel and unusual behavior**
- **Violence involving graphic images of blood or injuries**

APPENDIX: CATEGORY DEFINITIONS

- **Hate Speech:**

- Hate speech are verbal words, non-verbal actions, intended to degrade, intimidate or incite violence or prejudicial action against someone based on their race, ethnicity, national origin, religion, sexual orientation or disability.

- **Description of Illegal Drug Use:**

- Graphic description of illegal drug use is characterized by verbal words, or non-verbal actions, that depict illegal drug use in such an explicit, shocking and dwelling manner that a reasonable person would conclude that the depiction is intended as a serious expression to promote or incite illicit drug use.

Movie Ratings Definitions

- **G: General Audience**
 - No sex, nudity, bad language or drug use. This film should be suitable for all audiences.
- **PG: Parental Guidance Suggested**
 - May contain some material not suitable for young children. Could include brief nudity
- **PG-13: Parents Strongly Cautioned**
 - May not be appropriate for children under 13. May contain bad language, brief nudity, sexual overtones, and drug usage.
- **R: Restricted, under 17 not admitted without parent or adult guardian.**
 - Film will definitely contain adult material. Will probably contain bad language, violence, sex, drug usage, or have an adult theme.
- **NC-17: No one under 17 will be admitted**
 - Adult film with explicit sex scenes, sexually-oriented language, or excessive violence.

Games Ratings Definitions

- **EC: Early Childhood**
 - Content that may be suitable for persons ages 3 and older. Contains no material that parents would find inappropriate.
- **E: Everyone**
 - Content that may be suitable for persons ages 6 and older. Titles in this category may contain minimal cartoon, fantasy or mild violence and/or infrequent use of mild language.
- **E 10+: Everyone 10+**
 - Content that may be suitable for ages 10 and older. Titles in this category may contain more cartoon, fantasy or mild violence, mild language, and/or minimal suggestive themes.
- **T: Teen**
 - Content that may be suitable for ages 13 and older. Titles in this category may contain violence, suggestive themes, crude humor, minimal blood and/or infrequent use of strong language.
- **M: Mature**
 - Content that may be suitable for persons ages 17 and older. Titles in this category may contain intense violence, blood and gore, sexual content, and/or strong language.
- **RP: Rating Pending**
 - Titles that have been submitted to the ESRB and are awaiting final rating. This symbol appears only in advertising prior to a game's release.
- **AO: Adults Only**
 - Content that should only be played by persons 18 years and older. Titles in this category may include prolonged scenes of intense violence and/or graphic sexual content and nudity.

Verizon Wireless Content Guidelines

Addendum to Best Practices Guidelines

This document describes content standards and guidelines for mobile content providers who wish to reach Verizon Wireless subscribers.

Attention: In the context of setting standards and guidelines for content acceptable to Verizon Wireless, the following document contains references to words and phrases that may be offensive to the reader.

In general, content providers must not offer content that falls into any of the following categories:

- ∞ Guns/weapons-related
- ∞ Pornographic-related
- ∞ Crime-related
- ∞ Violence-related
- ∞ Death-related
- ∞ Hate-related
- ∞ Competitor-related
- ∞ Involves unauthorized or unapproved use of Verizon Wireless' intellectual property.
- ∞ Involves a copy or parody of current or past Verizon Wireless product or services.
- ∞ Involves an implied affiliation, association or endorsement by, or favored status with, Verizon.

In addition, Verizon Wireless has issued strict guidelines with respect to the type of content that content providers can sell to its subscribers:

Verizon Wireless Content Standards

No Content (as defined below) may be provided to Subscribers of Verizon Wireless by Content Providers that does not comply with these Content Standards and Guidelines. Note, however, that these Content Standards and Guidelines are subject to change from time to time, in the sole discretion of Verizon Wireless, upon ten (10) days prior written notice by Verizon Wireless.

As used herein, "Content" means any data that is sent, received, transmitted, downloaded, stored, or otherwise made available by Content Providers to Subscribers and is visible or audible to Subscribers, including without limitation messages, pictures, images, text, graphics, video, audio, file names, artist names, content labels and the like.

Images

No Content provided to Subscribers of Verizon Wireless by Customer as images, whether in the form of wallpaper, pictures, web postings or otherwise, may contain anything that falls within the categories of "Medium Shot Read Nude—Female" or "Topless—Female" in the table below or that goes beyond those categories with displays of exposed genitals, buttocks, female breasts or sexual or excretory activity.

Category	Description	Male	Comments
Lingerie – Female	A single model, with no nudity, must be wearing a bra, panties and/or swimwear. No nipples, no nipple covers, no	Penis must not appear erect	ACCEPTABLE

	nipple shadow or pubic hair may be visible. No see-through underwear. Can include a full rear view if wearing a g-string or panties. No sexually suggestive touching or posing.	underneath clothing.	
Glamour – Female	A single model with no nipples, no nipple covers and no pubic hair visible. No see-through underwear. Can include a full rear view if wearing a g-string or panties or nudity if photographed from the side. Can include limited sexually suggestive touching or posing.	Penis must not appear erect underneath clothing.	ACCEPTABLE
Medium Shot Rear Nude – Female	Medium shot of a single model. Can include a full rear view but not with legs up or apart. No genitalia, pubic hair and/or anus may be visible. No use of objects to imply sexual activity.		NOT ACCEPTABLE
Topless – Female	A single model with no genitalia, pubic hair and/or anus visible. Can include a full rear view as in VZW 1.3. No sexually suggestive touching or position. No use of objects to imply sexual activity.		NOT ACCEPTABLE

Words/Language

No Content provided to Subscribers of Verizon Wireless from Content Providers, whether in the form of text, audio, images, video or otherwise, may contain any of the words listed in Appendix A. This includes any variations in spelling of the words (e.g., fuck, phuck, fucks, fucker, fucked, fucking, etc.), any variations in pronunciation of the words (e.g., nigger, nigga, niggahs, etc.) or any combinations or creations containing any of the words (e.g., ass, assboy, asslicker, uptheass, etc.). Nonetheless, it is not possible to compile a definitive list of unacceptable words. Language is fluid, with new words and phrases regularly entering the public vocabulary, and established meanings may change over time. For this reason, the list of prohibited words in Appendix A may change from time to time and is not meant to be all-inclusive.

Multimedia/Interactive

In addition to the foregoing, no Content provided to Subscribers of Verizon Wireless by Content Providers, whether in the form of games, video, web postings, chat or otherwise, may contain material of the type listed below.

Nudity and Sexual Material

- Erections
- Exposed male genitals
- Exposed female genitals
- Exposed female breasts
- Bare buttocks
- Explicit sexual acts and/or behavior
- Obscured or implied sexual acts
- Visible sexual touching
- Passionate kissing
- Pixilated nudity or indecent gestures

Possible allowable contexts: artistic; educational; medical.

Language

- Explicit sexual language
- Crude words or profanity
- Repeated mild expletives
- Language intended to incite violence
- Hate speech

Violence

- Depictions of sexual violence and/or rape
- Depictions of excessive blood and gore

- Gratuitous and deliberate presentation of killing or injury
- Gratuitous presentation of violent or sadistic practices
- Depictions of unusual methods of causing pain or self-harm
- Depictions of extreme violence including restraints, torture, sadism and/or mutilation
- Depictions of exploitative or sadistic acts toward vulnerable or defenseless people or animals
- Glorification or promotion of criminal acts

Possible allowable contexts: artistic; educational; medical; sports.

Other Prohibited Categories

- Obscene, indecent or illegal material
- Glorification or promotion of tobacco, alcohol or drug use
- Glorification or promotion of racial, religious or ethnic hatred
- Gratuitous descriptions or discussions of bodily excretions
- Gambling, contests or prizes
- Un-moderated chatting, flirting and/or peer-to-peer communication services
- Dating services
- Derogatory or negative references to Verizon, Verizon Wireless or Vodafone
- Glorification or promotion of competitors to Verizon, Verizon Wireless or Vodafone

In addition to any other remedies available at law or in equity, in the event of a failure to comply with these Content Standards and Guidelines, Verizon Wireless reserves the right to remove or block access to any of the Content, by whatever means it deems necessary in its sole discretion, without notice, and/or to terminate agreements to provide content. Verizon Wireless maintains a zero-tolerance policy for non-compliance.

Appendix A

anal
ass
bastard
beatoff
bitch
BJ
cameljockey
chink
circlejerk
clit
cock
coolie
coon
cornhole
cum
cunt
dago
deepthroating
dickhead
dickwad
dildo
dyke
eatme
fag
faggot
fellatio
fisting
fleshflute
fleshpopsicle
fornicate
fuck
fudgepacking
gangbang
genital
getlaid
gobtheknob
goldenshower
gook
hairpie
hardon
homo
honkey
jerkoff
jewboy
jizz

kike
lesbo
limey
manloaf
masturbate
muffdiver
nigger
nutsack
paki
panface
poontang
pubic
pussy
queef
queer
raghead
rimjob
rubyredbag
scrotum
shit
sitonmyface
sixtynine
slag
slant
sodomize
spankthemonkey
spearchucker
spic
spooge
teabagging
testicles
twat
vagina
wetback
whackoff
whipitout
whiteswallow
wop