

Blocklist Options

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Freestar has several options for blocklists when onboarding a new site: Default, Standard, or Sensitive.

- The Default Blocklist includes Non-Standard and Illegal Content, as well as auto-play sound, expandable, pop, provocative/ suggestive imagery, shaky/flashing/flickering/extreme animation/smileys, windows dialog/alert-style type ads.
- The Standard Blocklist includes all of the above plus items that are age-specific, like alcohol or dating.
- The Sensitive Blocklist includes all of the above plus additional blocks that users can be more sensitive to seeing, like religion or politics.

Unfortunately, our blocklists cannot be customized. You need to select one of the three options. Please see below to see what categories are included in each option.

Blocklist Details

Sometimes there are several items that fall into a category, or sensitive ads appear in a category that may not seem to match. Here is a list of sensitive items that are included in specific categories that may help you decide which blocklist to choose.

IAB Value	Category Name	Included in this category	Default	Standard	Sensitive
7-5	Alternative Medicine	Cannabis ads.		Blocked	Blocked
7-39	Sexuality			Blocked	Blocked
7-44	Weight Loss				Blocked
8-5	Cocktails/Beer			Blocked	Blocked
8-18	Wine			Blocked	Blocked
9-7	Card Games	Gambling ads.		Blocked	Blocked
9-9	Cigars	All tobacco products fall under this category.		Blocked	Blocked
9-30	Video & Computer Games	Fantasy role-playing ads may fall under this			Blocked

		category.			
11-2	Legal Issues				Blocked
11-4	Politics				Blocked
11-5	Commentary	This is the subcategory within Law, Government, and Politics that indicates political commentary.			Blocked
13-2	Credit/Debt & Loans	Where partners have more granular categories, only high-risk loans such as Payday Loans are blocked. Banks and credit cards are still allowed to serve where possible.			Blocked
14-1	Dating			Blocked	Blocked
15-1	Astrology				Blocked
15-5	Paranormal Phenomena				Blocked
17-14	Game & Fish	Firearms ads may fall under this category.			Blocked
17-18	Hunting/Shooting	Firearms ads may fall under this category.		Blocked	Blocked
19-30	Shareware/Freeware	This category may include "free" downloads and browser extensions.			Blocked
23	Religion				Blocked
25	Non-Standard Content	This category is blocked across our network and includes content such as	Blocked	Blocked	Blocked

		Pornography, Violence, and Profanity.			
26	Illegal Content	This category is blocked across our network and includes content such as Malware and Copyright infringement.	Blocked	Blocked	Blocked

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