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AppNexus Service Policies

This space contains most relevant policies for companies participating on the AppNexus Platform. Policies are subject to change, so please check here regularly for the latest information. This may not be an exclusive source for all requirements relevant to your use of the platform. Please contact your AppNexus representative if you have questions.

Policies for Buying

This page provides a detailed breakdown of policies that must be respected when [buying media via AppNexus](#).

Policies for Selling

This page provides a detailed breakdown of policies that must be respected when [selling media via AppNexus](#).

Policies for Data Providers

This page provides a detailed breakdown of policies that must be respected when acting as a data provider on AppNexus. (Currently applicable to the Data Marketplace.)

Privacy and the AppNexus Platform

This page provides supplemental information and resources regarding privacy on the AppNexus Platform.