6. AARP Reserves The Right To Reject Any Advertisements. AARP reserves the right to decline or reject any advertisement for any reason at any time without liability, even though previously acknowledged or accepted.

7. AARP Protects The Privacy of Its Members and Non-members. AARP is committed to offering the consumer a choice about how personal information is used. The privacy policy can be found at www.aarp.org (http://www.aarp.org/about-aarp/info-05-2010/privacypolicy.html).

8. The AARP Logo and Use of Its Name. General advertisers may not use the AARP logo. The use of the AARP name, its initials, its URL, or the name of any of its publications may not be used in any advertisement, promotional materials or follow-up mailings without the express prior written permission of AARP.

Special Requirements
Some ad categories raise a number of issues for which AARP may require additional information as its experience demonstrates a more in-depth investigation is needed. These categories include:
- Auto Insurance
- Homeowner's Insurance
- Home Equity Loans
- Life Insurance
- Mail Order Offers
- OTCs, Supplements, Vitamins & Herbs
- Personal Emergency Response Systems (PERS)
- Prescription Drugs
- Vanity Publishers

Unacceptable Advertising Products and Messages
AARP deems some industry-wide products and messages as unacceptable for its publications. These include:
- Guns, firearms, weapons
- Age-related membership organizations recruiting members (there may be exceptions on a case-by-case basis)
- Planned giving ads and those soliciting bequests or charitable gift annuities
- Political and public policy messages
- Any specific religious organization recruiting members/participants and donations
- Personal and classified messages from individuals
- Lotteries and ads focusing primarily on gambling
- Reverse mortgages
- Wills and trusts
- Viatical and life settlement insurance policies
- Payday lending, car title lending, pawn shops, or grant opportunities
- Debt settlement services (legitimate credit counseling services will be reviewed on a case-by-case basis)
- Tobacco and related products, including smokeless products. This includes any image ad from a tobacco company or an ad seeking to promote the good works of any tobacco company or group of companies. AARP will accept ads for legitimate stop-smoking techniques or products
- Investment and loan opportunities that are arranged by businesses or people that are not subject to oversight or licensing by state or federal regulatory and licensing agencies, such as state insurance regulators, the US Commodity Futures Trading Commission, the National Futures Association, or the Financial Industry Regulatory Authority

The SVP-GM AARP Media Properties and the Group Publisher reserve the right to reject any advertising, at any time, for any reason or to limit the advertising pages in any edition, even though previously acknowledged or accepted.