

WordPress Advertising Policy Quick Reference

Good Day to You,

Below is an alphabetically indexed “short list”, created by reading through the support articles provided by Automatic at WordPress.com.

My motivation for doing this is a comment in a post in which I was having a lengthy conversation about WordPress.

Suddenly, this very experienced person made the statement that “Affiliate Marketing is not allowed by WordPress.com”. As an Affiliate Marketer, using WordPress.com, this was very disturbing to me.

I contacted Automatic, giving a full description of the issue in a support ticket.

Automatic responded that Affiliate Marketing is indeed allowed, although in the past it was not. They generously provided some resource links to various policies, including the policy on “Affiliate Links” and “Advertising”.

The listings below is a result of documenting my research into the Policies at Automatic.

Each listing is provided with a Resource Link to the Source Article at WordPress.com.

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You will find the Headings listed below:

Allowed

Not Allowed

Earning Opportunities provided by WordPress

Appealing a Warning or Suspension for violating these guidelines

Allowed

Names - [Private Information - Policies & Safety – WordPress.com](#)

Nudity - [User Guidelines - - Policies & Safety – WordPress.com](#)

Parody - [User Guidelines - - Policies & Safety – WordPress.com](#)

Photos of people (with the exception of unauthorized, private nude images) - [Private Information - Policies & Safety – WordPress.com](#)

Publicly available email addresses - [Private Information - Policies & Safety – WordPress.com](#)

Publicly available phone numbers - [Private Information - Policies & Safety – WordPress.com](#)

Publicly available physical addresses - [Private Information - Policies & Safety – WordPress.com](#)

Satire - [User Guidelines - - Policies & Safety – WordPress.com](#)

Sponsored posts - [Advertising - Policies & Safety – WordPress.com](#)

Sponsored Posts - [Affiliate Links – Policies & Safety – WordPress.com](#)

Sponsored posts - [Sponsored Posts - Policies & Safety – WordPress.com](#)

Not Allowed

Abusive content - [Report a Site - Policies & Safety – WordPress.com](#)

Account passwords - [User Guidelines - - Policies & Safety – WordPress.com](#)

Adult content not suitable for general audiences - [Report a Site - Policies & Safety – WordPress.com](#)

Advertising (unless using WordAds or have a WordPress.com VIP or Enterprise site) - [User Guidelines - - Policies & Safety – WordPress.com](#)

Advertising networks - [Affiliate Links – Policies & Safety – WordPress.com](#)

Bank account numbers collection with the Contact Form is not secure - [Contact Form – Shortcodes, Writing & Editing – Support – WordPress.com](#)

Banner advertising - [Affiliate Links – Policies & Safety – WordPress.com](#)

Birth dates - [Private Information - Policies & Safety – WordPress.com](#)

BuySellAds - [Advertising - Policies & Safety – WordPress.com](#)

Content for the purpose of SEO or driving traffic to other websites - [Sponsored Posts - Policies & Safety – WordPress.com](#)

Content that infringes your copyright - [Report a Site - Policies & Safety – WordPress.com](#)

Content that is spam - [Report a Site - Policies & Safety – WordPress.com](#)

Content that promotes self-harm/suicide - [Report a Site - Policies & Safety – WordPress.com](#)

Content that violates the Terms of Service - [Sponsored Posts - Policies & Safety – WordPress.com](#)

Credit card numbers - [User Guidelines - - Policies & Safety – WordPress.com](#)

Credit card numbers collection with the Contact Form is not secure - [Contact Form – Shortcodes, Writing & Editing – Support – WordPress.com](#)

Directly threatening material - [User Guidelines - - Policies & Safety – WordPress.com](#)

Disreputable merchants - [Affiliate Links – Policies & Safety – WordPress.com](#)

Gambling - [Advertising - Policies & Safety – WordPress.com](#)

Gambling - [Affiliate Links – Policies & Safety – WordPress.com](#)

Get-rich-quick schemes - [Affiliate Links – Policies & Safety – WordPress.com](#)

Google AdSense - [Advertising - Policies & Safety – WordPress.com](#)

Hotlinking to WordPress.com - [User Guidelines - - Policies & Safety – WordPress.com](#)

I made a million on the internet and so can you - [Advertising - Policies & Safety – WordPress.com](#)

Illegal content and conduct - [User Guidelines - - Policies & Safety – WordPress.com](#)

Impersonation - [User Guidelines - - Policies & Safety – WordPress.com](#)

Intellectual property infringement - [User Guidelines - - Policies & Safety – WordPress.com](#)

IP addresses - [Private Information - Policies & Safety – WordPress.com](#)

Lijit - [Advertising - Policies & Safety – WordPress.com](#)

Multi-level marketing - [Advertising - Policies & Safety – WordPress.com](#)

Multi-level marketing programs - [Affiliate Links – Policies & Safety – WordPress.com](#)

National ID numbers - [Private Information - Policies & Safety – WordPress.com](#)

OpenX - [Advertising - Policies & Safety – WordPress.com](#)

Passport numbers - [Private Information - Policies & Safety – WordPress.com](#)

Passwords - [Private Information - Policies & Safety – WordPress.com](#)

Pornography - [Advertising - Policies & Safety – WordPress.com](#)

Pornography - [Affiliate Links – Policies & Safety – WordPress.com](#)

Pornography - [User Guidelines - - Policies & Safety – WordPress.com](#)

Posting private information - [User Guidelines - - Policies & Safety – WordPress.com](#)

Pre-written content created by someone else - [Sponsored Posts - Policies & Safety – WordPress.com](#)

Promoting affiliate links through comments or the support forums - [Affiliate Links – Policies & Safety – WordPress.com](#)

Serious threats of violence - [Terms of Service – WordPress.com](#)

Social Security numbers - [Private Information - Policies & Safety – WordPress.com](#)

Spam - [Terms of Service – WordPress.com](#)

Spam or machine-generated content - [User Guidelines - - Policies & Safety – WordPress.com](#)

Third-party advertising - [Sponsored Posts - Policies & Safety – WordPress.com](#)

Unauthorized, private nude images - [Private Information - Policies & Safety – WordPress.com](#)

Unlisted/non-public email addresses - [Private Information - Policies & Safety – WordPress.com](#)

Unlisted/non-public phone numbers - [Private Information - Policies & Safety – WordPress.com](#)

Unlisted/non-public physical addresses - [Private Information - Policies & Safety – WordPress.com](#)

Vibrant Media - [Advertising - Policies & Safety – WordPress.com](#)

Viruses - [Terms of Service – WordPress.com](#)

Earning Opportunities provided by WordPress

[WordAds](#)

[VIP Cloud Hosting](#) – sites are permitted to run ads – Starting at \$5,000/month

Appealing a Warning or Suspension for violating these guidelines

“Please use the links in the red banner placed in your Dashboard to contact us.”

Disclaimer

Please bear in mind that this is only a basic list created from my “working files” and provided for your convenience only.

Use the provided source links to get the full explanation for each indexed item.

In no way is this to be considered an “official” publication of Automatic. In no way is this document intended to encompass all of the policies of Automatic as they apply to WordPress.com

I want to thank the Happiness Engineers at Automatic for their always quick response to the questions and issues we the WordPress.com users often have.

You are very much appreciated.

My Best to You

Arthur Strout (Arth)

[Customer First Marketer.com](http://CustomerFirstMarketer.com)

