

# LIGHTRICKS™

## Platform Community Guidelines

### 1. Intro:

As part of the Services that Lightricks offers, you can share your creations on our interactive platforms (including our Apps feed, to the extent available) (collectively, the “**Platforms**”), social media, and/or email, or enjoy our how-to guides.

We have created the below Community Guidelines for our Platforms to make sure every User feels safe and to keep everyone out of trouble, including Lightricks.

Please be sure to review these Community Guidelines and our [Terms of Use](#), which are incorporated herein by reference, before using our Platforms. Violation of the letter or spirit of these Community Guidelines and/or our [Terms of Use](#) may result in suspension, disabling, or termination of your access to the Platforms.

### 2. Lightricks Do's and Don'ts:

#### 2.1. **Lightricks Do's:**

- 2.1.1. **Creativity.** Do create your own original creative content for sharing on our Platforms.
- 2.1.2. **Appropriateness.** Do ensure all content is appropriate for a variety of users.
- 2.1.3. **Engaging with Others.** Do engage with other users by affirming or commenting on their content in a respectful, encouraging manner.
- 2.1.4. **Grow Your Brand.** Do foster an authentic following for your work by following others and encouraging them to follow you back.
- 2.1.5. **Block, Unfollow, and Report.** Do protect your space by regulating who can interact with you on the Platforms – feel free to block or report people who are not abiding by the Community Guidelines.
- 2.1.6. **Report Infringement.** Do protect your content and the content of others by reporting any intellectual property infringement you may see on our Platforms through our notice procedures, as further detailed in Error! Reference source not found. (*Illicit Content Policy*) – we don't want people taking credit for work that isn't theirs.
- 2.1.7. **Give Credit Where Credit is Due.** If you use content of Users with their permission, make sure to give them a shout out.

#### 2.2. **Lightricks Don'ts:**

- 2.2.1. **Infringement.** Don't create or post content that wholly or partially contains someone else's work without their written permission – nobody likes a copycat.
- 2.2.2. **Upload Content Without Appropriate Permissions.** Don't upload, import, or input Account Content for use in the Services that you do not own or have the necessary

rights/permissions to use.

- 2.2.3. **Violent Content.** Don't create or post violent content, or content depicting, promoting, or condoning violence of any kind.
- 2.2.4. **Nudity.** Don't create or post content with nudity in any form, unless the primary purpose of the content is educational, documentary, scientific, or artistic, and it isn't gratuitous – this is definitely not the time or place.
- 2.2.5. **Minors.** Don't create or post content of minors in sexual or intimate situations – this is child pornography and is a serious crime. Lightricks has a ZERO TOLERANCE POLICY for creating or sharing child pornography.
- 2.2.6. **Spam.** Don't post spam, fake giveaways, or repetitive content.
- 2.2.7. **Engagement.** Don't try to play the system by buying accounts, acquiring fake followers, fake engagements, or otherwise padding your engagement stats.
- 2.2.8. **Misleading Info and Fake News.** Don't create or post misleading information, including fake or misleading identification information or profile information. Don't create or post any fake news, including fake or misleading facts, any false claims of any kind (including rumors and gossip, false information with respect to politics, history or someone you know, etc.).
- 2.2.9. **Illegality.** Don't do illegal stuff, including offering to sell illegal drugs or medication in your posts, depicting images or videos of engaging in drug activity, or proclaiming support for jerks (including terrorists, hate groups, or criminals).
- 2.2.10. **Threats, Blackmail, Harassment, and Hate Speech.** Don't be a jerk. Refrain from creating or posting content that includes threats of any kind (including violence against others or yourself, theft, vandalism, or financial harm to another), blackmail, harassment, third party personal information, hate speech or any content intended to humiliate, intimidate, bully, or shame someone.
- 2.2.11. **Discriminatory Conduct.** Don't engage in any form of discrimination, discriminatory conduct, or discriminatory communications on our Platforms regarding a person's age, citizenship, color, creed, disability, family status, gender, occupation, marital status, race, sexual orientation, military service, or victimhood.
- 2.2.12. **Self-Harm and Suicide.** Don't create or post content regarding self-harm, self-injury, or suicide. These topics are both concerning to us, and harmful to others who may struggle with certain self-harm or suicidal ideations. If you or someone you know needs support, please visit <https://www.crisistextline.org/> or text HOME to 741741. If you are in the United States, call or text 988 to reach the National Suicide Prevention Lifeline.

### 3. **Content Takedowns for Violating Community Guidelines**

- 3.1. **Takedowns and Account Closures:** In accordance with EU regulations, Lightricks can take down any content or information if Lightricks believes that it violated our [Terms of Use](#), or if Lightricks is required to do so by law. Lightricks can further disable your account if you repeatedly violated our [Terms of Use](#), infringed on Intellectual Property Rights or on any other applicable laws.

- 3.2. **Content moderation:** Lightricks uses automated content moderation tools to identify any illegal content on its Feed. Automatic moderation occurs directly upon upload and for each content posted. Lightricks may equally receive notices from its users or third parties, claiming that uploaded content violates these Terms or use, infringes on Intellectual Property Rights or any other applicable laws. These notices are subject to human review and are not processed in an automated fashion. In both instances, content moderation may lead to the removal of your content, or disabling of your account, if the content violates or [Terms of Use](#) or is illegal.
- 3.3. **Request for Reconsideration**. If Lightricks removed your content, or disabled, suspended, or terminated your Account due to violations of these Community Guidelines, you may submit a written request for reconsideration of such action (the “**Reconsideration Request**”) by clicking the “Report” button in each of our Apps within **five (5) days** of your receipt of written notice from Lightricks of such action. Please make sure to respond to the email that you may receive from us following such report, asking for additional information, as legally required. The Reconsideration Request must include the following information:
- 3.3.1. Your full name, address, and phone number; and
- 3.3.2. A written explanation as to why you believe that you did not violate the Community Guidelines.
- 3.4. **Lightricks Reconsideration**. Lightricks shall review, assess, and make a determination regarding a Reconsideration Request in good faith at Lightricks’ sole and exclusive discretion (a “**Final Determination**”) within sixty (60) days of receipt of such Reconsideration Request. Lightricks shall notify you of the Final Determination not later than thirty (30) days from the date of our Final Determination. Such Final Determinations are final and non-appealable and no further requests for reconsideration shall be accepted. Any late Reconsideration Requests shall be denied.

Last Updated: February 14, 2024