

Acceptable Use and Content Standards

COLLABOR TECHNOLOGIES LTD

Company number 16888312 | Registered in England and Wales

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1. Purpose and scope

These Acceptable Use and Content Standards (Policy) explain what may and may not be done through Collabor. They protect creators, brands, agencies, clients, audiences, payment partners, social platforms and the integrity of the marketplace.

This Policy applies to every user and to all use of Collabor's websites, applications, creator-discovery tools, campaign workflows, payment functions, messages, files and support channels (Platform). It applies to profiles, briefs, proposals, contracts, messages, links, uploads, reviews, Deliverables, analytics, payment instructions and other information made available through or in connection with the Platform (Content).

It also applies to conduct outside the Platform where that conduct arises from a Collabor relationship, threatens a user's safety, facilitates fraud or circumvention, manipulates a Campaign, or could materially harm Collabor, its users or the marketplace.

Defined terms used but not defined here have the meanings in the applicable Brand Platform Agreement, Creator Platform Agreement, Standard Campaign Contract and Payments and Payout Protection Policy.

2. Core standards

You must use Collabor lawfully, honestly, professionally and safely. In particular, you must:

- provide accurate identity, authority, profile, Campaign, audience, payment and performance information;
- communicate respectfully and comply with reasonable safety and verification requests;
- obtain all rights, licences, permissions, releases, qualifications and regulatory approvals needed for your activity and Content;
- comply with applicable law, advertising rules, sanctions, Payment Provider terms and relevant social-platform rules in every territory targeted by a Campaign; and
- promptly correct material inaccuracies and report suspected fraud, exploitation, illegal Content or immediate safety risks.

You must not ask, encourage, pay, direct or assist another person to do anything prohibited by this Policy. An attempted breach, disguised request, coded description or arrangement designed to evade these standards is treated as a breach.

3. Fraud, deception and payment abuse

You must not use the Platform to commit, attempt, facilitate or conceal fraud or other dishonest conduct. Prohibited activity includes:

- using a false, stolen, synthetic or misleading identity, business, client, representative, address, document, portfolio, credential, tax record or payment method;
- impersonating a person, brand, agency, Creator, Collabor employee, Payment Provider, regulator or other organisation, or falsely claiming authority, affiliation, endorsement or approval;
- misrepresenting a Campaign, Deliverable, milestone, deadline, approval, publication, usage right, licence, expense, invoice, audience, result or reason for a refund;
- using stolen cards, unauthorised bank details, fraudulent invoices, sham transactions, collusive Campaigns, duplicate payments, money mules or the Platform to launder, disguise or move proceeds of crime;
- misusing disputes, refunds, reversals or chargebacks, including making a chargeback after knowingly receiving conforming work or fabricating evidence to obtain or avoid payment;
- phishing, credential theft, account takeover, social engineering, malware, ransomware or requests for passwords, authentication codes or inappropriate access to another person's systems;
- concealing a material conflict of interest or paying for an undisclosed endorsement, testimonial or review presented as independent; or
- helping another person bypass identity, sanctions, fraud, tax, payment, moderation or account restrictions.

Collabor may request evidence of identity, authority, source of funds, ownership, Campaign performance or rights. Funds, Campaigns, accounts and payouts may be restricted while checks are completed, subject to the applicable payment terms and law.

4. Authentic metrics, reviews and marketplace information

Creators, Brands and Agencies must present reach, engagement, audience and Campaign performance honestly. You must not:

- buy, sell, generate or arrange fake followers, views, likes, comments, shares, saves, clicks, downloads, traffic, conversions, ratings or other engagement;
- use bots, click farms, automated accounts, concealed paid traffic, deceptive engagement pods or incentives that make performance appear organic or independent when it is not;
- fabricate, alter or selectively edit screenshots, dashboards, demographic data, analytics, campaign reports, testimonials, references or verification evidence;
- hide known material restrictions, suspensions, geographic distortions, inactive audiences or other facts that would reasonably affect a Campaign decision;
- submit, commission or publish a fake review, or conceal that a review, recommendation or testimonial was incentivised;
- coordinate reciprocal, retaliatory or manipulated Platform reviews or pressure a user to remove accurate negative feedback; or
- replace, redirect or materially alter published Content after metrics have been recorded in a way that misrepresents what generated the reported result.

Use of a legitimate paid-media or platform promotion tool is not automatically prohibited, but it must be authorised by the Campaign terms, lawfully targeted, accurately reported and clearly distinguished from organic performance.

5. Harassment, threats and abusive behaviour

Treat other users, Collabor personnel and third parties professionally. The following are prohibited:

- bullying, stalking, repeated unwanted contact, intimidation, coercion, blackmail, extortion, threats or encouragement of violence;
- sexual harassment, unwanted sexual requests, sexualised comments, non-consensual contact or pressure to meet, travel, dress, pose or perform in an unsafe or undisclosed way;
- publishing or threatening to publish private, intimate or identifying information without lawful authority, including doxxing and intimate-image abuse;
- abusive, degrading, humiliating, obscene or deliberately distressing Content directed at a person;
- retaliation against a person for raising a concern, declining a Campaign, requesting payment, using a legal right, reporting misconduct or participating in an investigation; or
- using Campaign instructions, reviews, deadlines, payment approvals or dispute tools to punish, silence or exploit another user.

A disagreement, negative review or firm commercial position is not harassment merely because it is unwelcome. Context, repetition, power imbalance, threats, targeting and likely impact will be considered.

6. Hate, discrimination and exclusion

You must not promote hatred, dehumanisation, segregation, violence or hostility against a person or group based on an actual or perceived protected or personal characteristic. You must not unlawfully discriminate, harass or victimise a user in access to Campaigns, payment, Platform services or professional treatment.

Protected and personal characteristics include race, colour, nationality, ethnic or national origin, religion or belief, sex, sexual orientation, gender reassignment, pregnancy or maternity, marriage or civil partnership, disability and age, together with any additional characteristic protected by applicable law.

A Campaign may use lawful and proportionate casting or audience criteria genuinely necessary for the creative brief, product suitability, safeguarding, authenticity or legal targeting. Such criteria must be clearly stated, objectively connected to the Campaign and must not be a pretext for unlawful discrimination. Collabor may require the Brand or Agency to explain or amend a criterion.

7. Illegal, dangerous and exploitative Content

You must not create, request, upload, distribute, promote, sell or facilitate Content, services or conduct that is illegal in an applicable territory or that materially enables an offence. This includes, without limitation:

- terrorism, violent extremism, credible threats, incitement to violence or assistance for a prohibited organisation;

- child sexual abuse material, grooming, sexualisation or exploitation of a minor or child-like person, including generated or manipulated material;
- sexual exploitation of adults, trafficking, forced labour, coercive or controlling behaviour, unlawful immigration facilitation or modern slavery;
- intimate-image abuse, cyberflashing, voyeuristic material, extreme pornography or non-consensual sexual Content;
- fraud, unlawful financial promotions, proceeds of crime, money laundering, bribery, corruption or tax evasion;
- illegal drugs, psychoactive substances, controlled substances, firearms, prohibited knives, explosives or other unlawful weapons;
- hate crime, stalking, harassment, threats, abuse, defamation or unlawful invasion of privacy;
- encouraging or assisting suicide or serious self-harm, except clearly responsible prevention, recovery, journalistic or educational Content approved in advance;
- foreign interference, election interference, unlawful political influence, animal cruelty or other criminal activity; and
- instructions, tools or services primarily intended to evade law enforcement, safety systems, sanctions, export controls or third-party security.

If Content appears to present an imminent threat to life or serious physical safety, contact local emergency services. The Platform is not an emergency service.

8. Adult and sexually explicit Content

Adult-content and sexual-services Campaigns are prohibited. You must not offer, request, create, upload or distribute pornography, sexually explicit material, live sexual interactions, fetish services, sexualised nudity, non-consensual sexual material or services intended to arrange sexual activity.

Any sexual Content involving or appearing to involve a person under 18 is strictly prohibited, including real, animated, illustrated, synthetic or AI-generated material. Collabor may preserve and report suspected child sexual abuse or exploitation material as required or permitted by law.

Lawful, non-explicit Content concerning healthcare, sexual health, relationships, art, swimwear or underwear is not automatically adult Content, but may be restricted and require Collabor's prior written approval, suitable age targeting and appropriate presentation.

9. Prohibited and restricted Campaigns and products

9.1 Prohibited Campaigns

The following Campaigns are prohibited:

- weapons Campaigns, including the promotion, sale or facilitation of firearms, ammunition, explosives, prohibited knives, weapon components or instructions to make or misuse weapons;
- adult-content, pornography, sexual-services or sexually explicit Campaigns;
- political Campaigns, including paid or organised promotion for or against a political party, candidate, elected official, referendum outcome, election campaign or targeted political persuasion;

- Campaigns for illegal goods, counterfeit products, stolen property, unlawful drugs or services designed to commit or conceal unlawful conduct;
- Campaigns that exploit minors or vulnerable people, promote violence or hate, or require deceptive or non-consensual Content; and
- anything prohibited by a Payment Provider, applicable social platform, sanctions regime or the law of a relevant territory.

9.2 Restricted Campaigns

The following require Collabor's prior written approval and may be unavailable in particular countries, audiences, payment configurations or media:

- alcohol; gambling, betting, lotteries, prize promotions and competitions;
- financial services, credit, investments, trading, digital assets and cryptocurrency;
- medicines, medical devices, health treatments, cosmetic procedures, supplements and weight-management products;
- tobacco, nicotine, vaping, cannabis-derived products and other age-restricted goods;
- dating services, products involving children, professional services requiring a licence, and products making environmental, social or sustainability claims; and
- any other regulated, high-risk or age-restricted product or service identified by Collabor.

Approval is not legal advice or a confirmation that a Campaign complies with law. The Brand or Agency remains responsible for product legality, licences, substantiation, audience selection, age gating, safety information, mandatory disclosures and territory-specific rules. A Creator must decline a Campaign they cannot lawfully or safely perform.

10. Advertising, endorsements and consumer protection

Campaign Content must be legal, decent, honest, truthful and socially responsible. Brands, Agencies and Creators must comply with the advertising and consumer-protection rules applicable to the targeted audience and medium.

In particular:

- advertising must be obviously identifiable. Where UK rules apply, an upfront and prominent "Ad" label should ordinarily be used unless another label is clearly adequate in the context;
- commercial relationships, gifts, affiliate arrangements, commission, discounts and other material incentives must be disclosed clearly and in time for the audience to understand them;
- claims must be accurate, capable of substantiation before publication and consistent with the evidence, product instructions, licences and agreed brief;
- Creators must give genuine opinions and must not claim personal use, experience or results they have not had;
- Content must not omit material information, use fake scarcity, create false urgency, misstate price or availability, or exploit children or vulnerable audiences;

- health, financial, environmental and other regulated claims must use approved wording and must not promise guaranteed outcomes; and
- Brand instructions do not excuse a Creator from complying with law or platform rules, and a Creator's creative control does not excuse an unlawful Brand claim.

11. Spam, unsolicited contact and deceptive promotion

You must not use Collabor to send spam or facilitate unlawful direct marketing. Prohibited conduct includes:

- sending unsolicited, repetitive, irrelevant or bulk messages, proposals, invitations or promotions;
- harvesting contact details, purchasing or uploading unlawful marketing lists, or adding people to marketing activity without the required permission or lawful basis;
- ignoring an opt-out, block or request to stop contact;
- using misleading subject lines, sender details, links, domains, redirects or calls to action;
- sending phishing links, malware, harmful attachments, chain messages or content intended to drive deceptive traffic;
- automating messages, scraping or outreach in a way that breaches law, Platform limits or a third-party service's rules; or
- using Campaign communications primarily to solicit unrelated services, divert users, or circumvent Collabor's payment and contracting processes.

Ordinary Campaign negotiation, a relevant proposal or a service message is not spam merely because it is commercial. Frequency, relevance, targeting, consent, transparency and the recipient's choices will be considered.

12. Impersonation, synthetic media and AI

You must not impersonate another person or entity, misrepresent who created Content, or falsely suggest sponsorship, authority, approval or endorsement.

AI-assisted Content may be used only where it is lawful, permitted by the Campaign terms and relevant social-platform rules, and does not infringe rights or mislead the Brand, audience or Collabor. You must disclose material AI generation or manipulation when the Campaign, law, platform rules or the nature of the Content makes disclosure necessary.

You must not create or use a deceptive or non-consensual deepfake, cloned voice, synthetic identity, fabricated testimonial or manipulated image, audio or video that falsely depicts an identifiable person, event, product result or endorsement. AI must not be used to bypass verification, fabricate a portfolio or disguise plagiarism.

13. Intellectual property, privacy and confidential information

Only upload or use Content that you have the right to use. You must not infringe copyright, trade marks, design rights, database rights, moral rights, image rights, publicity rights or other intellectual-property rights.

You must obtain appropriate permissions for music, footage, images, scripts, fonts, locations, performers, customer material and personal data. You must not:

- publish confidential Campaign information, trade secrets, unreleased products, private messages or personal data without authority;
- dox, stalk, profile or track a person using unlawfully obtained data;
- sell, disclose, scrape or enrich private or restricted personal information without a valid legal basis and permission;
- record a private call, meeting or location where doing so is unlawful or contrary to an agreed restriction; or
- use another person's Content, likeness or account credentials to mislead, exploit or harm them.

14. Platform integrity, security and manipulation

You must not interfere with the fair, secure or intended operation of Collabor. You must not:

- create duplicate, coordinated or replacement accounts to evade a suspension, restriction, fee, verification step, Campaign limit or enforcement decision;
- buy, sell, transfer, rent or share accounts, or allow an unauthorised person to control an account;
- manipulate search, ranking, recommendations, shortlists, invitations, reviews, dispute outcomes, response rates or other Platform signals;
- use bots, scripts, browser automation, scraping, crawling or APIs except as expressly authorised in writing or under a published licence;
- probe, scan, test or exploit a vulnerability without prior written authorisation, or attempt unauthorised access, interference, denial of service or circumvention of security controls;
- upload malicious code or Content designed to damage, disable, overload, exfiltrate from or disrupt any system or user;
- reverse engineer or extract data beyond what mandatory law permits, or use Platform data to build a competing creator database or service without permission;
- misuse reporting, complaints, blocking, appeals or support channels through knowingly false, abusive, repetitive or coordinated reports; or
- remove notices, obscure provenance, tamper with logs or destroy evidence relevant to a Campaign, payment, dispute, safety report or investigation.

Good-faith security research is permitted only under a written vulnerability-disclosure or testing authorisation issued by Collabor.

15. Sanctions, export controls and restricted persons

You must not use Collabor if doing so would cause Collabor, a Payment Provider or another person to breach applicable financial sanctions, trade sanctions, export controls or anti-boycott laws.

You represent that you are not a designated or blocked person, are not owned or controlled by one, and are not acting for or making funds or economic resources available to one, unless a valid licence or exception applies and Collabor has approved the activity in writing.

You must provide accurate ownership, control, location, identity, beneficiary, source-of-funds and end-use information when requested. You must not route payments, change ownership, use intermediaries, misstate location or divide transactions to evade screening or restrictions.

Collabor may screen users and transactions, reject or pause activity, freeze or withhold action where legally required, request further information, make required reports and cooperate with authorities and Payment Providers. Availability in a country does not mean every person, product, Campaign or payment is permitted.

16. Off-platform conduct and personal safety

Collabor does not require users to meet in person. If users arrange an in-person production or meeting, they must use reasonable safety measures, communicate the location and expectations in advance, respect boundaries and applicable workplace and safeguarding rules, and avoid coercive or undisclosed environments.

Weapons, illegal drugs, sexual services, intimidation, violence and deliberately unsafe conduct are prohibited at any meeting or production connected with Collabor. A user may leave or decline an activity they reasonably believe is unsafe or materially different from the agreed brief, without waiving any legal right.

Report suspected account compromise, fraud, harassment, exploitation or unsafe conduct promptly. For immediate danger, contact the relevant emergency service first.

17. Reporting Content or conduct

A user may report suspected breaches through the in-Platform support or reporting tools or through Collabor's Trust and Safety contact published in the Legal Centre. Reports should identify the relevant account, Campaign or Content; explain the concern; include links, dates or screenshots where available; and state whether there is an immediate safety risk.

Do not submit knowingly false or retaliatory reports. A good-faith report will not breach this Policy merely because it is not upheld.

Collabor may acknowledge a report, request information, preserve relevant records and give the reporting person or affected user an appropriate outcome notice. Information may be limited to protect privacy, safety, security, confidential investigations and legal obligations.

18. How Collabor may investigate and enforce

Collabor does not ordinarily approve every item of Content before it is shared. We may use reports, account and transaction signals, automated tools and human review to detect and investigate potential breaches. Where applicable law imposes additional moderation, risk-assessment, reporting or complaints duties, Collabor will apply those duties.

Where we reasonably believe this Policy, another Platform agreement, a provider rule or applicable law has been breached, or action is needed to protect users or the Platform, we may:

- request information, verification, corrections, substantiation, licences or removal of Content;

- warn a user, limit a feature, reduce visibility, block contact, remove Content, cancel a listing or prevent a Campaign from being activated;
- pause a Campaign, payment instruction, release or payout while a fraud, sanctions, safety, chargeback or dispute review is completed, as permitted by the payment terms and law;
- restrict, suspend or terminate an account, including linked or replacement accounts;
- preserve records and share information with affected users, Payment Providers, social platforms, rights holders, regulators, emergency services or law-enforcement authorities where permitted or required; and
- take any other proportionate action reasonably necessary to prevent harm, comply with law or enforce Platform agreements.

We will consider the nature, severity, duration, context, intent and impact of the conduct; previous breaches; cooperation; risk of repetition; legal and provider requirements; and the rights and safety of affected people. Serious conduct may result in immediate removal or termination without a prior warning.

Enforcement does not remove outstanding payment, refund, chargeback, tax, confidentiality, intellectual-property, evidence-preservation or dispute obligations. The applicable Payments and Payout Protection Policy determines how affected funds are handled.

19. Reasons, complaints and appeals

Where appropriate and legally permitted, Collabor will give the affected user the main reason for a material Content or account decision and information about any available review route.

A user may request review through the support channel identified in the decision or Collabor's Trust and Safety contact published in the Legal Centre. Unless a shorter legal or safety deadline applies, the request should be submitted within 14 days and should identify the decision, explain the alleged error and provide relevant evidence.

A person who was not involved in the original decision should review a material appeal where reasonably practicable. We may maintain a decision where evidence is incomplete, a provider restriction independently applies, or disclosure would compromise safety, security, fraud prevention, confidential information or a legal obligation.

20. Changes and relationship with other terms

Collabor may update this Policy to address changes in law, regulation, Platform features, provider requirements, risk or marketplace abuse. The public version will show its effective date. Material changes will be notified as required by the applicable Platform Agreement or law.

This Policy forms part of each applicable Platform Agreement. If there is a conflict, a specific Campaign prohibition or mandatory legal requirement takes priority, followed by the applicable Platform Agreement, this Policy, the Standard Campaign Contract and other incorporated policies, unless the governing document expressly states otherwise.

Failure to enforce a provision immediately is not a waiver. Examples in this Policy are illustrative and do not limit broader prohibitions.

21. Contact

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Legal notices: use the notice address or email stated in the applicable Platform Agreement.