

## Fingertip Acceptable Use Policy (AUP)

To ensure a safe and respectful environment for all users, we have established this Acceptable Use Policy (AUP) that outlines the standards of behaviour and content that are expected from everyone who engages with our Platform.

By using our Platform and Services, you agree to comply with the principles and rules outlined in this policy. If you encounter any violations of our AUP or come across content that you believe breaches these standards, please report it to us immediately.

### 1. Definitions

**“Content”** means any content provided by you including the text, graphics, videos, links and any other materials that you add to your website;

**“Platform”** means the Fingertip Platform;

**“Services”** means services provided by Fingertip including microsite creation and hosting.

### 2. Representations and Warranties

You represent and warrant that:

2.1 Your use of the Platform and the Content you upload, publish, or share through it, comply with all applicable laws, regulations, and industry standards, including those related to copyright, trademark, privacy, data protection, and any other intellectual property rights.

2.2 You have the legal authority and necessary permissions to use the Platform and to create, upload, and share Content on it. If you are acting on behalf of a business or organisation, you have the authority to bind that entity to our Terms and Conditions, including this AUP.

2.3 You own or have obtained all necessary rights, licenses, consents, and permissions to the Content you upload, publish, or share on the Platform.

2.4 Your Content does not infringe the intellectual property rights, privacy rights, or any other rights of any third party.

2.4 You will not engage in any prohibited activities as outlined in the Acceptable Use Policy.

2.5 You will handle any personal information and data you collect through the Platform in compliance with applicable data protection laws and regulations.

2.6 You will obtain any necessary consents and provide appropriate notices to individuals whose data you process.

### **3. Prohibited Uses**

Prohibited uses of the Platform include, but are not limited to, the following:

- 3.1 Uploading, posting, or sharing any Content that infringes upon the intellectual property rights of others, including copyright, trademark, or patent rights.
- 3.2 Using our Services to transmit unsolicited commercial communications (spam) or engage in any form of mass marketing or bulk messaging.
- 3.3 Uploading or disseminating any Content that contains viruses, malware, spyware, or any other harmful or disruptive components.
- 3.4 Engaging in any activity that violates the privacy rights of others or involves the unauthorised collection or disclosure of personal information.
- 3.5 Interfering with or disrupting the proper functioning of the Platform, including attempting to gain unauthorised access to the system, networks, or accounts.
- 3.6 Using the Platform for any illegal or fraudulent activities, including money laundering, identity theft, or any other criminal conduct.
- 3.7 Any attempt to deceive or defraud others through the Platform, including phishing, scamming, or impersonation.
- 3.8 Using the Platform to target, threaten, intimidate, or bully others, whether individuals or groups.
- 3.9 Uploading Content that promotes or incites hatred, violence, or discrimination against individuals or groups based on race, skin colour, national origin, religious beliefs, sex, gender, sexual orientation, age, disability, or medical condition.
- 3.10 Using the Platform to mislead the public about the electoral process, interfere with voting procedures, or sell or attempt to sell the right to vote.
- 3.11 Attempting to secure a Platform username with the intention of preventing others from using it or for profiting from its resale.
- 3.12 Using the Platform to advertise, facilitate, or engage in the sale of regulated or illegal goods or services, including but not limited to drugs, weapons, counterfeit items, stolen items, or illegal substances.
- 3.13 Uploading Content that supports, glorifies, or propagates extremist groups, ideologies, or activities.

3.14 Uploading Content that harms minors, endorses harm to minors, or involves child exploitation.

3.15 Uploading Content that promotes or encourages self-harm, suicide, disordered eating, or harmful alternatives to medical treatment.

3.16 Uploading Content intended to shock, disturb, or display excessive violence, gore, mutilation, or physical abuse.

3.17 Uploading Content that disseminates false or misleading information, knowingly or negligently.

Violation of this AUP may result in the suspension or termination of your account and may be reported to relevant authorities if deemed necessary. We reserve the right to enforce these policies at our discretion.