

## I. Introduction

ScrEad is an up-and-coming content platform that utilizes an AI-technology-powered personalized recommendation system to help users find content that accurately matches their interests. Every month, users worldwide enjoy trending content and publishing their creative work on ScrEad. To ensure our community remains friendly, healthy, and inclusive, ScrEad has developed this set of community guidelines to engage your help with realizing the vision we have for our community.

These guidelines consist of three main parts: **Community Safety, Content Quality Moderation and Intellectual Property and Privacy**. Please notice that our Community Guidelines apply to all users, covering a range of scenarios including publishing content, setting up accounts, commenting, and so on.

To maintain an equal, open and friendly community, each member is expected to contribute their own mite. We hope that by reading these Community Guidelines thoroughly, you will gain a better understanding of our visions for ScrEad, and help us realize those visions. If you come across any behavior that violates relevant guidelines, you can report the user(s) in question so we can deal with the issue more efficiently.

## II. Community Safety

ScrEad hopes that every community member feels accepted and safe in our community. If the behaviors of certain users are making others uncomfortable, threatened, or have caused them actual harm physically or mentally, we will remove all related content, accounts or comments, and employ punitive measures based on the severity of each case.

### 1. Nudity or Sexual Content

ScrEad does not support any act of disseminating nudity or sexual content. Content containing sexual abuse, sexual harassment or exploitation is strictly prohibited. Any texts, comments, images or videos that feature nudity or sexually explicit subjects, will be removed. We will also remove any form of representation, encouragement or arrangement of non-consensual sex or commercial sexual services. Sexual services include prostitution, escorting services, erotic massages, and pornography.

ScrEad users come from various age groups, with different cultural backgrounds and beliefs, and some of them might react strongly to nudity or sexual content. We understand that nudity can be adopted as a form of social protest, or can serve educational purposes as appearing in works of art or sex education curricula. Nonetheless, to minimize the impact such content might have on our diverse user demographics, we prohibit it from being spread on ScrEad, and plead with you to respect the cultural differences between you and others.

Any content, accounts or comments that correspond to any of the following descriptions will be identified as sexual content, and will be prohibited from being published or spread on ScrEad:

- **Sexual depiction:** Content that contains images or descriptive passages about sex organs, sexual intercourse or acts of intimacy between humans, anime characters, animals or any combination of them.

- **Simulation of sexual behaviors:** Content that involves imitation of sexual intercourse, phallic or vulvic symbolism, or actions such as caressing someone's lower body that are inappropriate for the general audience.
- **Sexual suggestions:** Content that includes sexual innuendo or implications, such as erotic or arousing sounds, language, texts, gestures or postures, or objects with sexual connotations. If the content is about engagement in adultery or voyeurism, it will also be categorized as sexually suggestive.
- **Promotion of sex:** Any content related to prostitution, recruitment of commercial sex workers, or promotion of pornographic websites, will receive punishment on accounts of encouraging promotional exploitation. Articles, podcasts or talk shows about sex, sexual techniques and sex toys are considered sex promotion as well.
- **Borderline sexual content and gray areas:** A wide range of content is incorporated into this category. For instance, dances that are seductive or suggestive of sexual intercourse will be considered vulgar. Videos and images showing or highlighting genitals, bare breasts, cleavage and provocative positions; or voyeur photography such as down blouse, upskirt, camel toe features; will be determined as borderline sexual. Written texts containing dirty jokes, depiction of sexual activities or explicit language also fall under this category.

## 2. Violent or Harmful Content

Violent or harmful content tends to cause viewers discomfort. ScrEad forbids publishing videos that instigate others to commit acts of violence. If your videos contain incitement of other people to use violence, or threatening of others with severe violence, they will be removed from ScrEad. To prevent violent behaviors from happening in real life as a result of certain content on ScrEad, if we perceive that a piece of content or someone's comment poses a direct or potential threat to other individuals' physical well-being or public safety, we will remove the content or comment, suspend account(s) involved, and alert local law enforcement.

Content, accounts or comments that fit any of the following descriptions will be considered violent or harmful, and will be prohibited from being published or spread:

- **Real or exaggerated depiction of violence:** Any authentic or exaggerated illustration of violent behaviors, either in the form of text, images or videos is not allowed. Such behaviors include fighting and assaults, taking drugs, harassing and threatening others, pointing or firing guns at people for reasons other than occupational duties.
- **Suicide and self-harm:** Exhorting or guiding others to commit suicide or self-harm, or justification of these acts are both considered representation of suicide and self-harm.
- **Physical abuse:** Abusive behaviors towards human beings or animals are both regarded as depiction of physical abuse. With better user experience in mind, a close-up of any hunted-down animals' internal organs or wounds will also be categorized as depiction of abuse.

## 3. Hate Speech

ScrEad supports and respects our users' rights to openly voice their opinions. With that being said, we agree that freedom of speech should not come at the expense of the suffering, debasement or denunciation of other individuals, groups and their beliefs. Everyone has the right to freedom of opinion

and expression, but not the right to harm others. Malicious comments targeting specific religions, nationalities, races, ethnicities, age groups, genders, sexual preferences, disabilities, etc., typically have significantly traumatic effects on those being attacked. For that reason, ScrEad does not acknowledge or support hate speech in any shape or form. We wish each user would communicate with others with etiquette, fairness and respect, no matter the differences between their backgrounds, experiences and opinions. We will remove content, accounts and comments involved with hate speech, to maintain an equal and benign community.

#### 4. Minor Endangerment

Minors are susceptible to harm, given their awareness and abilities of self-protection are limited. ScrEad attaches great importance to protection of the rights of minors. We are against promoting any sexual content that involves minors. We also object to violence pertinent to minors, including violence targeting minors or content that purposefully incite minors to engage in violent activities. In sum, any obscene or violent content will not be allowed to be published. If it's confirmed that a user has caused minors actual personal harm, we will remove relevant content and suspend their content, and report to local authorities and law enforcement for further procedures.

Content, accounts and comments that meet these descriptions will be determined as endangering minors, and will be banned from ScrEad:

- **Obscene content about minors:** Content hinting at or provoking sexual fantasies about minors, such as scenes of minors dressed in scanty clothes (including children in bikinis or short shorts). In certain cases, parents might share images of their children half-naked or completely naked, simply out of the desire to share wonderful moments of their family life with others and mark the journey of their kids growing up. ScrEad will remove content of this kind nevertheless, to prevent these innocent shares from being exploited for malicious purposes.
- **Violent content that involves minors:** Violent content that matches this criteria includes any content that showcases bullying, attack or abuse of minors, or any instigation of minors to commit violent or illegal activities.

#### 5. Illegal Activities

Illegal activities include but are not limited to terrorism propaganda, promotion of criminal gangs, drug selling, larceny, and fraud. They come in various forms, such as advocating, prompting or inciting others to engage in illicit behaviors, which will cause direct or indirect damage to other people's personal safety, mental health and financial security. ScrEad prohibits content containing illegal activities with rigor, not only to forestall such content from potentially threatening public safety, but also to prevent other users from unreflecting imitation.

Content, accounts and comments described as follows will be marked as illegal content, and prohibited from being published or spread:

- Preaching terrorism or organized crime
- Illegal possession and transactions of firearms, or tutorials on crafting firearm accessories
- Guides on making and selling drugs
- Showing gambling using cash, or explaining tips and tricks when gambling with cash

- Demonstrating actions that might cause others financial losses or induce information breaches, such as opening locks without a key
- Secret footage obtained without others' approval
- Lessons on planning and executing fraudulent schemes

## 6. Harassment and Cyberbullying

Harassment and cyberbullying can cause relatively significant stress and trauma to the victims, and are extremely counterproductive for the development of a diverse online community. Any verbal attacks, insults or harassment or actions provocative of any of the aforementioned behaviors, are strictly forbidden on ScrEad. If certain comment or content is considered harassment or cyberbullying, we will have it removed. We hope that each user can be respected the way they deserve when they express their opinions reasonably or share information. If you disagree with others, please verbalize your dissent with rationality and civility. We do not condone behaviors such as name-calling, ad hominem attacks or rallying other users to collectively bully or harass certain individual(s).

## III. Content Quality Moderation

Every day, users from around the world upload and consume thousands pieces of content and information. As a platform where content is rapidly distributed, it is important that we recognize and carry out ScrEad's responsibilities of ensuring that everything our users sees is authentic, reliable and effective. In some cases, certain users would exploit our recommendation system by publishing inappropriate titles, thumbnails, videos and images, or sharing fake news, false advertising and spam to attract traffic. Such violations, if detected or reported, will be removed immediately.

### 1. Titles

As a straightforward summary of your content, titles help establish the first impression among your audience. To better your followers' experience, as well as promoting quality content, we encourage creators to choose a title that not only grabs attention but also accurately encapsulates your post.

Some users try to employ sensational titles to gain more clicks, which resort to inappropriate wording or even untruthful information to lure others into clicking through. Content of this type will be rejected from being published, get removed or restricted once detected or reported.

Titles that meet with the following descriptions will be determined as inappropriate:

- **Misleading titles:** Titles that use deceptive words aimed at tricking others for clicks, that have no bearing on the actual posts; or the key points included in the titles are not part of the actual content; titles that express subjective opinions with distinct emotional biases and pander for clicks. Content with these titles will be restricted from appearing on ScrEad.
- **Titles in languages other than the app language:** If you're using the English version of the ScrEad app, content published in other languages will be deprioritized in user feeds.
- **Titles with illegal or sensitive content:** Your titles should not encourage or depict illegal behaviors, such as cooking drugs, showing people doing drugs and filming their reactions, selling

contraband weapons, prostituting, sexual abuse, sexual intercourse or excessive sexual innuendos, and so on.

- **Over exaggerating titles:** Our system will automatically label your titles as intentionally sensational if your titles include words such as “OMG” “Shocking” or a series of exclamation marks. If your title exaggerates the severity, urgency, importance or impact of incidents, they will also be viewed as under the same category. ScrEad discourages titles of this kind, which will be restricted from further distribution.
- **Oversimplified titles or gibberish:** If your title only consists of numbers, symbols and nonsensical letter combinations, or complete gibberish without any comprehensible meaning, you might take away from your followers’ experience while reading or watching your posts. ScrEad encourages our creators to properly capitalize and punctuate your titles, and our system will make automatic edits to titles that do not follow these rules.

## 2. Thumbnails

Similar to titles, thumbnails are essential to how others perceive your content. We recommend that you choose high-quality, eye-catching thumbnails relevant to your posts before you publish them.

Improper thumbnails that are prone to invoking physical and mental discomfort, such as depiction of violence and gore, or scenes likely to induce sexual arousal, will be removed upon discovery. Deceptive thumbnails are sensational thumbnails with no relation to your content, which, along with low-quality thumbnails, will be restricted from being recommended.

## 3. Images and External Links

We understand your feelings of wanting to share more information with your followers, but to provide each user with optimal experiences, we suggest that you only have a maximum of 50 images per article limit. Additionally, ScrEad does not support insertion of external links at the moment.

## 4. Advertisement

To keep our community safe, and prevent user content from causing harm to individuals, we forbid our users from publishing information regarding purchase and sale of restricted goods. Restricted goods include alcohol, tobacco, controlled drugs, weapons, restricted medicine and other hazardous articles.

## 5. Untruthful Information

We respect, protect and support each individual in expressing their feelings and thoughts. However, we do not allow content absent of evidence or logical consistency to be spread on ScrEad. False information might lead our users to make ill-advised judgements or cause unnecessary panic. Our staff will make sure to remove sham content, so that our users are receiving factual and trustworthy information.

Content that meets with the following descriptions will be determined as false, which will not receive support from or exposure on ScrEad:

- Information detached from reality: Distorting or changing facts and details of actual past events, or fabricating entire events, will be viewed as manufacturing false content.

- **Fabricated content with special effects:** Content processed through editing software which contradicts common sense. For example, images of mushrooms growing out of someone's crotch will be unacceptable.
- **Fear-mongering:** Those spreading ideas without scientific evidence, such as those about impending doom, based on personal unquestioning belief, or pursuit of explosive reactions, will be seen as spreading fraudulent claims.
- **Pseudoscience:** Pseudoscientific theories without academic recognition or corroboration of real experiments, research or data, also fall under the scope of false content.

## 6. Outdated News

ScrEad is dedicated to offering our users timely and accurate news. Old news might cause your readers confusion and perplexity. If the news stories you shared are determined as old news, they will be removed from ScrEad.

## 7. Low-Quality Content

ScrEad encourages video creators to upload high-quality, rich content. Try to avoid the following cases when you publish video content on ScrEad: Unsynchronized video and audio, low-resolution videos, recurring blank frames, overly-short play time, still frames, robotic dub or voice synthesizers, etc. One might have produced this kind of content because they are unfamiliar with certain software or hardware, or they were producing content under a strict deadline. Regardless, such content will be recognized as low-quality and will be restricted for better experiences for the viewers.

## 8. Objectionable Content

ScrEad is a diverse community and each individual might react to various content differently. However, content with certain themes would consistently induce physical and mental discomfort among most users. Described as follows, objectionable and disturbing written texts, images and videos will be deprioritized in our recommendation system.

Content, accounts and comments that meet these descriptions will be marked as objectionable:

- **Disturbing scenes:** These include but are not limited to close-ups of worms, popping pimples, exhibiting festering wounds, showing excrement, to name a few.
- **Gory scenes:** Detailed, exaggerated or emphatic depictions of blood and gore.
- **Horriying scenes:** Frightening scenes that are likely to cause terror and anxiety, or purposefully create and magnify suspense.
- **Sudden deaths:** Scenes showing unanticipated deaths of human beings or animals.
- **Claustrophobia:** Small objects arranged in a high-density pattern that are likely to induce claustrophobic reactions.
- **Morbidity and grotesqueness:** Content specifically catering to pathological interests in exoticism and grotesqueness, such as that featuring physical deformity and malformation.

## 9. Spam

ScrEad hopes to facilitate meaningful exchanges and conversations among our users. When connecting with other community members, try to avoid sharing repetitive and unsubstantial information and viewpoints. Spam refers to content, comments, fraud schemes, false advertisement, malicious websites and security risks that are of no benefit to others, and in some cases can be troublesome or harassing. ScrEad does not support spam. Once found, spam content will be removed or muted, so it becomes visible only to the publisher of the content.

These types of content will be seen as spam and get restricted from being distributed:

- **Meaningless content:** Your content might be categorized as meaningless if your videos or images are repetitive and insubstantial, or if your articles only feature images without sufficient text.
- **Spam comments:** Comments asking for followers or those with advertising purposes.
- **Extreme comments:** Comments expressing extreme sentiments such as outrage or ad hominem attacks.
- **Lewd comments:** Comments that contain obscene language.

## IV. Intellectual Property and Privacy

ScrEad connects content creators with their audience using advanced artificial intelligence-backed algorithms for efficient information distribution. We appreciate content creators greatly and feel obligated to protect their copyright and each user's privacy. A comprehensive copyright system for creators is vital to carrying out that obligation and is fundamental to ScrEad's development.

### 1. Copyright Infringement

Original content will not come to fruition without creators committing their time, energy and resources. As a provider of online services, ScrEad respects their original authorship, as our Terms of Service explicitly state that any violation of others' intellectual property, including copyrights and trademarks, is strictly forbidden. Infringement of others' copyright, such as plagiarism or heavy borrowing, is not tolerated. Any content of this nature will be removed immediately once found out. Your account might be permanently banned if recurring patterns of copyright violation behavior are found.

To protect original creators' copyright, we have developed a convenient and easy-to-use copyright system for you to submit claims and file reports. As the copyright owner (owner or representative of copyright and trademarks), if you think someone has violated your legal rights, you can file a complaint in the system. We will process your request according to local laws and regulations as soon as we receive your submission.

### 2. Privacy Violation

ScrEad respects our users' privacy and actively employs protective measures over your personal information and data. If you think someone's content or comment has violated your privacy or has made you feel unsafe, reach out to us anytime. If someone made public your personal information or uploaded footage of you without your knowledge or consent, you can request to have it removed based on our Privacy Policy.

### 3. Impersonation

Following the rule of authenticity, we oppose any attempts at impersonating other individuals or organizations. Fraudulent usage of others' identity might cause confusion, and damage to the image or assets of the parties involved. For those reasons, we advise you to avoid impersonation while using your account or participating in community activities. Accounts that have committed identity theft will be banned once recognized through our system or reported by other users.

#### **4. ScrEad Brand and Trademark Infringement**

We understand that you might want to use the ScrEad logo for your profile picture, to voice your support for us, or to simply express your appreciation for the design. In spite of that fact, to avoid misunderstanding, it is stipulated that users shall not use the name of "ScrEad", the ScrEad logo or trademark, or other brand elements in their profile picture, account name or bio without official approval.

Thank you for reading our Community Guidelines. Please keep in mind that each one of you is part of our community, and how you choose to carry yourself can have an impact on others, whether positive or negative. If you refuse to act in accordance with these regulations, your content on ScrEad might be removed and your account might be terminated. If you are found to have broken the law, we will notify local law enforcement. You can also report violations by users or their content, to help us locate issues and resolve them.