

VÜME COMMUNITY GUIDELINES (EU) (EN)

Effective Date: January 12, 2026

Applies to: Users located in the European Union and EEA

1. Purpose of These Guidelines

VÜME provides digital technologies and services that enable people to connect, create, share content, and build communities through live and on-demand experiences.

These Community Guidelines explain **what is permitted and what is not permitted** on VÜME for users in the European Union. They are designed to promote a safe, respectful, and lawful environment, in line with EU regulations.

These Guidelines apply together with:

- **EU Terms & Conditions**
- **EU Privacy Policy**

If there is any conflict, the **Terms & Conditions prevail**.

2. Service Provider (EU)

For users located in the EU/EEA, VÜME is legally operated by:

MasImpact, S.L.

C/ Alameda 22

28014 Madrid

Spain

Email: legal@vume.live

3. Who Can Use VÜME

To use VÜME in the EU, you must:

- Be **at least 14 years old** (in accordance with Spanish law)
- Use **one personal account**
- Provide **accurate and truthful information**
- Keep your account credentials secure

You may not use VÜME if:

- You are under the minimum age
- You are legally prohibited from using online services
- Your account was previously disabled for serious or repeated violations
- You attempt to bypass enforcement or create replacement accounts

4. Lawful and Respectful Use

VÜME supports freedom of expression while balancing it with safety, legality, and respect for others.

You may share content that is creative, educational, entertaining, or informational, provided it complies with:

- These Community Guidelines
- Applicable EU and national laws
- The rights of others

You are responsible for ensuring you have the legal right to share any content you upload.

5. Content and Conduct That Is Not Allowed

You may **not** use VÜME to create, upload, share, or promote content or behavior that includes:

5.1 Illegal Content

- Content that violates EU or national law
- Terrorist content
- Fraud, scams, or deceptive practices
- Sale or promotion of illegal goods or services

5.2 Harmful or Abusive Conduct

- Credible threats of violence
- Harassment, coercion, or intimidation
- Hate speech or discrimination against protected groups
- Encouragement of self-harm or dangerous behavior

5.3 Child Safety Violations

- Any sexual content involving minors
- Exploitation or endangerment of children

- Grooming or coercive behavior

5.4 Intellectual Property Violations

- Copyright infringement
- Trademark misuse
- Distribution of pirated or counterfeit content

5.5 Platform Misuse

- Spam or artificial engagement
- Uploading malware or malicious code
- Circumventing safeguards or security measures
- Automated scraping or data collection without authorization
- Abuse of reporting or complaint mechanisms

6. Advertising, Sponsored Content, and Commercial Activity

VÜME may display advertising, sponsored content, or commercial material.

Creators and businesses must:

- Clearly disclose paid or sponsored relationships where required by law
- Comply with EU consumer protection and advertising regulations
- Avoid misleading or deceptive claims

VÜME does **not sell personal data**.

Data use is described in the **EU Privacy Policy**.

7. Content Moderation and Enforcement (DSA-Aligned)

VÜME enforces these Guidelines to comply with EU law and protect users.

Where content or conduct violates these Guidelines or applicable law, VÜME may:

- Remove or restrict access to content
- Limit features or visibility
- Temporarily suspend accounts
- Permanently disable accounts in serious or repeated cases

Decisions are made based on:

- Context and severity
- Risk of harm
- Legal obligations
- Platform integrity

8. Notices, Complaints, and Appeals

In accordance with the **EU Digital Services Act (DSA)**:

- Users may report content they believe is illegal or violates these Guidelines
- Where required, users will receive a statement of reasons for content removal
- Users may request a review of certain moderation decisions

Some actions may be taken without prior notice when necessary to:

- Prevent harm
- Comply with legal orders
- Protect users or the platform

9. Use of Technology for Safety

VÜME may use a combination of automated tools and human review to:

- Detect potentially harmful or illegal activity
- Enforce platform rules
- Improve safety and reliability

No automated system is perfect, and moderation processes may evolve over time.

10. Your Content and Rights

You retain ownership of the content you create and share.

By posting content on VÜME, you grant VÜME a **limited license** to host, display, and distribute that content **solely to operate and improve the platform**, in line with your settings and applicable law.

You may delete your content or your account, subject to legal and technical limitations described in the EU Terms & Privacy Policy.

11. Updates to These Guidelines

VÜME may update these Community Guidelines to reflect:

- Legal or regulatory changes
- Platform improvements
- Emerging safety risks

Material changes will be communicated where required by law.

12. Contact (EU)

For questions or concerns regarding these Community Guidelines:

MasImpact, S.L.

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28014 Madrid

Spain

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