

VÜME COMMUNITY GUIDELINES (U.S.)

Effective Date: January 12, 2026

Applies to: Users located in the United States

1. Purpose of These Guidelines

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

These Community Guidelines explain **what is allowed and what is not allowed** on VÜME. They exist to help keep the platform safe, respectful, and functional for everyone.

These Guidelines apply to all users, creators, viewers, and businesses using VÜME in the United States. They work alongside:

- VÜME U.S. Terms & Conditions
- VÜME U.S. Privacy Policy

If there is a conflict, the Terms & Conditions control.

2. Who Can Use VÜME

To use VÜME, you must:

- Be **at least 13 years old**
- Use **one personal account**
- Provide **accurate information**
- Maintain the security of your account

You may not use VÜME if:

- You are under 13 years old
- You are legally prohibited from using online services
- Your account was previously disabled for serious or repeated violations
- You attempt to evade enforcement or create replacement accounts

3. What You Can Share on VÜME

VÜME is designed to support expression, creativity, conversation, and community.

You may share:

- Live or recorded video and audio
- Images, text, and comments
- Creative, educational, entertainment, or informational content
- Commercial or promotional content **where permitted**

You must have the rights to anything you upload or share.

4. What Is Not Allowed

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

4.1 Illegal or Harmful Activity

- Content that violates U.S. law
- Fraud, scams, or deceptive practices
- Promotion of illegal goods or services
- Attempts to exploit or harm others

4.2 Harassment, Abuse, or Threats

- Credible threats of violence
- Targeted harassment or intimidation
- Hate-based attacks against protected groups
- Encouraging self-harm or dangerous behavior

4.3 Sexual Exploitation & Safety Violations

- Sexual content involving minors (zero tolerance)
- Exploitation, trafficking, or coercion
- Non-consensual sexual content

4.4 Intellectual Property Violations

- Copyright infringement
- Trademark misuse
- Selling or distributing counterfeit goods
- Posting content you do not have the right to share

4.5 Platform Abuse

- Spamming or deceptive engagement
- Uploading malware or malicious code
- Circumventing safeguards or security features
- Scraping or automated data collection without permission
- Misusing reporting or appeals systems

5. Ads, Sponsored Content, and Commercial Activity

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

Creators and businesses must:

- Clearly disclose sponsored or paid relationships where required
- Follow applicable advertising and consumer protection laws
- Avoid misleading or deceptive claims

VÜME does **not sell personal data** to advertisers.

Advertising practices are explained in the Privacy Policy.

6. Content Moderation & Enforcement

VÜME enforces these Guidelines to protect users and the integrity of the platform.

When content or behavior violates these Guidelines, VÜME **may** take action, including:

- Removing or restricting content
- Limiting visibility or features
- Temporarily suspending accounts
- Permanently disabling accounts in serious cases

Enforcement decisions are based on:

- Context
- Severity
- Repetition
- Risk to users or the platform

7. Reporting & Appeals

Users are encouraged to report content or behavior they believe violates these Guidelines.

When appropriate, VÜME may:

- Notify users of enforcement actions
- Provide an opportunity to request a review

Some actions may occur without notice when required to:

- Prevent harm
- Comply with law
- Protect platform integrity

8. Use of Technology & Safety Systems

VÜME may use automated tools and human review to:

- Detect harmful or abusive behavior
- Enforce platform rules
- Improve safety and reliability

No system is perfect, and moderation decisions may evolve as the platform grows.

9. Your Content & Permissions

You retain ownership of content you create and share.

By posting content on VÜME, you grant VÜME a **limited license** to host, display, distribute, and process that content **only to operate and improve the platform**, consistent with your settings and the Privacy Policy.

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

10. Updates to These Guidelines

VÜME may update these Community Guidelines from time to time to:

- Reflect new features
- Address emerging risks
- Comply with legal requirements

Continued use of VÜME after updates means you agree to the revised Guidelines.

11. Contact

Questions about these Community Guidelines can be directed to:

Email: legal@vume.live