



Acceptable Use Policy

Version 1



1. INTRODUCTION

- 1.1. Visualsoft Limited (“**Visualsoft**”) provides an eCommerce platform and marketing services to businesses looking to grow and prosper online.
- 1.2. Whilst Visualsoft is committed to working with its clients in an open way, it also strives to ensure that any content appearing on a client’s website is acceptable and in-keeping with Visualsoft’s core values.
- 1.3. Visualsoft does not police the content that appears on a client’s website, but it has a framework in place to ensure that, when alerted in good faith to potentially unacceptable content appearing on a client’s website, such content is investigated and appropriate action is taken.
- 1.4. This Policy outlines:
 - 1.4.1. what type of content Visualsoft regards to be unacceptable;
 - 1.4.2. how to report potentially unacceptable content appearing on a client’s website;
 - 1.4.3. Visualsoft’s commitment to respecting a reporter’s confidentiality; and
 - 1.4.4. what steps Visualsoft may take once it has investigated a report of potentially unacceptable content appearing on a client’s website.

2. UNACCEPTABLE CONTENT

- 2.1. A client’s websites should not contain any unacceptable content.
- 2.2. Visualsoft regards the following types of content to be types of unacceptable content:
 - 2.2.1. that which is criminal or otherwise unlawful, harmful, threatening, defamatory, obscene, infringing, harassing, hate speech or propaganda, or racially or ethnically offensive;
 - 2.2.2. that which promotes, facilitates or constitutes an illegal activity;
 - 2.2.3. that which violates import or export control laws;
 - 2.2.4. that which is discriminatory;
 - 2.2.5. that which infringes the rights of the child; and/or
 - 2.2.6. that which promotes, facilitates or incites terrorism, violence, hate or other unlawful acts.
- 2.3. Visualsoft will, acting reasonably, determine each case on its facts, but examples of unacceptable content may include:
 - 2.3.1. hateful content, e.g. where content appearing on a client’s website promotes or condones hate or violence based on race, ethnicity, colour, nationality, origin, religion, politics, age, sex, sexual orientation, disability or medical condition, or any other form of discrimination;
 - 2.3.2. content that infringes any intellectual property rights;



- 2.3.3. content likely to harass, embarrass, alarm, annoy or bully a specific individual;
- 2.3.4. content containing misinformation, disinformation or which interferes with democratic process;
- 2.3.5. content that encourages, directly or indirectly, the support, funding or membership of a terrorist organisation, or the commission, preparation or instigation of acts of terrorism;
- 2.3.6. content that promotes self-harm or suicide;
- 2.3.7. content that exploits or abuses children, e.g. images of child abuse or any material that presents children in a sexual manner;
- 2.3.8. content that promotes sexual abuse; or
- 2.3.9. content related to COVID-19, which:
 - 2.3.9.1. fails to comply with all applicable laws and other regulatory requirements relating to the sale of COVID-19 related goods and/or services, in the relevant client's jurisdiction, as well as the jurisdiction of their end-customer(s); and/or
 - 2.3.9.2. breaches the licensing or permissions applicable to the relevant goods and/or services.
- 2.4. The examples in clause 2.3 are not exhaustive.
- 2.5. Visualsoft will, when determining each case, seek to balance fundamental rights, including the rights to freedom of expression.

3. REPORTING PROCEDURE

- 3.1. Visualsoft has introduced a number of procedures to ensure that anyone wishing to report potentially unacceptable content can do so in a way that is confidential.
- 3.2. The following reporting procedures are in place:
 - 3.2.1. any member of Visualsoft staff wishing to report content that they believe to be unacceptable should contact Visualsoft's HR Department or Legal Counsel in writing (e.g. by email), or email aup@visualsoft.co.uk;
 - 3.2.2. any client of Visualsoft wishing to report content that they believe to be unacceptable should contact their Account Director or eCommerce Strategist in writing (e.g. by email), or email aup@visualsoft.co.uk;
 - 3.2.3. any partner of Visualsoft wishing to report content that they believe to be unacceptable should contact their primary Visualsoft contact in writing (e.g. by email) or email aup@visualsoft.co.uk; and
 - 3.2.4. any other third parties, e.g. end customers or members of the public, wishing to report content that they believe to be unacceptable should email aup@visualsoft.co.uk.



- 3.3. Visualsoft asks that any report made under clause 3.2 includes a link to the relevant content, together with a proper description of why the content is potentially unacceptable. If a report fails to do so, Visualsoft reserves the right, at its discretion, to decline to investigate.

4. CONFIDENTIALITY

- 4.1. Visualsoft will endeavour to respect a reporter's confidentiality.
- 4.2. In relation to its staff, Visualsoft will honour its commitment that no individual will suffer from retaliation, such as a change of status, harassment or any other form of discrimination, as a result of reporting potentially unacceptable content to us in good faith.

5. REMEDIAL STEPS

- 5.1. Visualsoft is committed to investigating reports made in good faith - provided that they contain the proper details and raise reasonable grounds - without unreasonable delay. The exact timing will depend on the volume of complaints, resourcing and the relative prioritisation of complaints.
- 5.2. Upon receipt of a report, Visualsoft will investigate and determine, based on the facts available to it and with reference to this Policy, whether any further action is to be taken in relation to the relevant report.
- 5.3. If, acting reasonably, Visualsoft concludes that a client's website contains content that is unacceptable, it may (at its sole discretion), in the first instance:
 - 5.3.1. notify the relevant client of the complaint;
 - 5.3.2. ask the relevant client to add a warning message or disclaimer;
 - 5.3.3. ask the relevant client to place the content behind a restriction;
 - 5.3.4. ask the relevant client to remove the relevant content; or
 - 5.3.5. take some other action that Visualsoft regards to be reasonable in the circumstances.
- 5.4. In extreme circumstances - or where there are repeated instances of unacceptable content appearing on a client's website, or where a previous request has been ignored - Visualsoft may act in accordance with its Terms of Business, including in exercising its suspension and/or termination rights.
- 5.5. Any action taken by Visualsoft, including any decision not to take action, will be at its sole discretion.
- 5.6. Visualsoft reserves the right to update this Policy, without notice, at any time.
- 5.7. If you have any questions, comments or concerns in relation to this Policy, please email aup@visualsoft.co.uk.