

# **VRAL.IO Content and Copyright Guidelines**

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At VRAL.IO, our mission is to foster a revolutionary AI-powered creative platform that connects businesses and creators globally, enabling the generation of professional digital content and the management of creative businesses. To ensure a safe, respectful, and legally compliant environment for all users, these Content and Copyright Guidelines outline the standards for all content and activities on our Platform.

These Guidelines are an integral part of the VRAL.IO Terms of Service and are legally binding. By accessing or using any part of the VRAL.IO Platform, you agree to comply with these Guidelines.

## **I. Content Guidelines**

These guidelines apply to all aspects of the VRAL.IO service, including but not limited to imagery, text, video, audio, services, physical items, and links located anywhere on VRAL.IO, including direct messages, galleries, profiles, posts, comments, commissions, shop, and any other location where content can be added to the service.<sup>1</sup>

### **A. General Principles**

VRAL.IO is committed to creator freedom while ensuring a safe and compliant environment. We encourage diverse and innovative content that adheres to legal standards and respects the dignity of all individuals.

## B. Prohibited Content

The following categories of content and uses are strictly prohibited on VRAL.IO. Violation of these guidelines may result in immediate action, including content removal, account suspension, or permanent termination.<sup>1</sup>

### 1. Priority Illegal Content - Zero Tolerance

VRAL.IO maintains a zero-tolerance policy for the following categories of Priority Illegal Content. Our internal AI tools and human moderation teams continuously monitor for and immediately act upon such content.<sup>1</sup>

- **Child Safety:** Child sexual exploitation and abuse (CSEA) material of any kind, grooming or solicitation of minors, content sexualizing minors or appearing to depict minors in sexual contexts, distribution of intimate images of minors, and any content that endangers child welfare. This includes purchasing, requesting, or otherwise enquiring about CSAM, grooming minors, sexting minors, and impersonation of minors. Fictional variants of CSAM or content that sexualizes children are also prohibited.<sup>1</sup>
- **Terrorism and Extremism:** Content promoting, supporting, or glorifying terrorism; recruitment for terrorist organizations; instructions for terrorist activities; extremist propaganda or radicalization content; and content from designated terrorist organizations. This extends to support, promotion, glorification, or praise of terrorist groups, acts or ideology; raising financial support for terrorist groups; grooming and recruitment; incitement to violence; planning or threatening to, or joking about, committing an act of terrorism/extreme violence.<sup>1</sup>
- **Violence and Harm:** Credible threats of violence against individuals or groups, content promoting self-harm or suicide, instructions for creating weapons or explosives, content coordinating or planning violent activities, and graphic violence or gore intended to shock or disturb. This includes targeted body stigma content or targeted depressive content designed to influence someone toward these actions. While moderate fictional gore and violence are allowed, convincingly real and/or gratuitously detailed content such as fake snuff footage and graphic depictions of torture are prohibited.<sup>1</sup>
- **Human Exploitation:** Human trafficking or smuggling, forced labor or modern

slavery, non-consensual intimate images ("revenge porn"), sextortion or sexual exploitation, and coordinating or facilitating exploitation.<sup>1</sup>

- **Hate and Harassment:** Hate speech targeting protected characteristics, coordinated harassment campaigns, doxxing (publishing private information), stalking or persistent unwanted contact, and discrimination or incitement to discrimination.<sup>1</sup> Hate speech is defined as any communication that threatens, insults, or discriminates against groups or individuals based on race, ethnicity, national origin, skin color, religion, caste, immigration status, sex, sexual orientation, gender, gender identity, disability, serious conditions, diseases, or mental health disorders.<sup>1</sup>
- **Fraud and Financial Crimes:** Money laundering or terrorist financing, investment fraud or Ponzi schemes, identity theft or impersonation for financial gain, counterfeit currency or documents, and credit card fraud or payment manipulation. This includes using stolen cards, chargeback fraud, impersonating others to solicit donations, scamming, and intentionally misleading customers about services or content.<sup>1</sup>

## 2. Other Prohibited Content Categories

Beyond illegal content, the following categories are strictly prohibited on VRAL.IO <sup>1</sup>:

- **Adult and Sexual Content:** Pornography or sexually explicit material, nudity (including artistic or educational contexts), sexual services or escort services, adult toys or sexual enhancement products, fetish or BDSM content, links to adult websites or content, suggestive content involving minors, and sexual roleplay or erotic content. This includes sexualized nudity (genitalia and areolae exposed in a sexually provocative way), offering uncensored versions of prohibited content, and high-risk fetish content.<sup>1</sup>
- **Regulated and Dangerous Items:** Firearms, ammunition, or explosives; illegal drugs or controlled substances; prescription medications or medical devices; tobacco, vaping products, or cannabis; alcohol (except where legally permitted with proper licensing); hazardous materials or chemicals; and items designed to bypass security measures. This includes the unlawful sale, offer, or provision of drugs, psychoactive substances, or guidance on administering them, and the sale or purchase of drug paraphernalia or alcohol.<sup>1</sup>
- **Deceptive and Misleading Content:** False or misleading information about products/services, impersonation of others or organizations, fake reviews or

testimonials, pyramid schemes or multi-level marketing, get-rich-quick schemes, misleading AI-generated content presented as human-created, and deepfakes intended to deceive.<sup>1</sup> This also includes harmful misinformation and conspiracy theories, such as those with racist undertones, content that undermines regional stability, denies genocidal events, or spreads false information about public safety events or electoral processes.<sup>1</sup>

- **Intellectual Property Violations:** Copyright infringement, trademark violations, pirated software or media, counterfeit goods, unauthorized use of others' creative works, and patent infringement.<sup>1</sup>
- **Platform Manipulation:** Creating fake accounts or personas, artificially inflating metrics or engagement, circumventing platform fees or systems, unauthorized automation or bots, selling or buying accounts, and coordinated inauthentic behavior.<sup>1</sup> This also includes commercial spamming (e.g., using VRAL.IO to boost SEO for unrelated companies), spam comments, and promoting links to entirely unrelated products/services.<sup>1</sup>
- **Unfair Business Practices:** Price fixing or collusion, predatory pricing, exclusive dealing arrangements that harm competition, tying arrangements, discriminatory practices, and violation of consumer protection laws.<sup>1</sup>
- **Other Prohibited Solicitations/Payments:** Coercion, blackmail (including emotional blackmail), threatening harm to oneself or others in exchange for money, funding a ransom, human trafficking or exploitation, vigilantism, bribes or bounties, transactions to avoid taxes, funding legal cases, gambling-related activities (raffles, lotteries, giveaways where a fee is paid to enter), using payments as harassment, and impersonating for financial gain.<sup>1</sup>
- **Content Harmful to VRAL.IO/Community:** Content that slanders, libels, misinforms about, or intentionally harms the reputation of VRAL.IO, its affiliates, or other third parties; spreading spyware, malware, viruses, or linking to malicious websites; attempting to compromise the VRAL.IO service or individual accounts; exposing login details; scraping data; and intentional misuse of VRAL.IO's reporting processes (e.g., submitting unfounded reports, mass reporting).<sup>1</sup>

### 3. Payment Provider Requirements

VRAL.IO uses third-party payment providers such as PayPal and Stripe for transactions. Creators must adhere to the acceptable use policies and prohibited businesses terms set by these providers. If you are receiving payments through

VRAL.IO for something not allowed by your payment provider, we may unpublish your account temporarily or permanently.<sup>1</sup>

### **C. AI-Generated Content Specifics**

When using VRAL.IO's AI tools, you must adhere to the following specific restrictions <sup>1</sup>:

- **Disclosure Requirements:**

- Clearly indicate when content is AI-generated.
- Not present AI content as human-created without disclosure.
- Include appropriate disclaimers for AI limitations.
- Warn customers about potential AI biases or errors.
- For AI-generated written content, a simple sentence within the first two paragraphs (e.g., "This story was written with the assistance of an AI writing program.") is required. For AI-generated images, a note in the image caption (e.g., "This image was created using an AI image creation program.") is sufficient.<sup>2</sup>
- AI-assisted text without disclosure will be restricted to distribution on the author's personal network.<sup>2</sup>

- **Quality Control:**

- Review all AI-generated content before delivery.
- Verify accuracy and appropriateness.
- Edit and refine as necessary.
- Take responsibility for the final output.
- Not rely solely on AI for critical decisions.
- Content containing easily disprovable AI-hallucinated stories, statistics, events, or otherwise incorrect or nonfactual information is not allowed.<sup>2</sup>

- **Ethical Use:**

- Not use AI to create deceptive deepfakes.
- Avoid generating content that violates others' rights.
- Not use AI to impersonate real individuals.
- Respect AI content generation limits.
- Follow responsible AI practices.
- AI-generated content that uses the likeness of known individuals (e.g., celebrities) for NSFW purposes is prohibited.<sup>1</sup>
- Using AI-generated content for any illegal purposes (e.g., creation of CSAM, identity theft) will result in an account ban and may be reported.<sup>1</sup>

- AI models trained for prohibited adult content purposes are forbidden.<sup>1</sup>
- The use of AI tools to rephrase, summarize, remix, or otherwise modify existing content in a manner that results in a derivative work closely resembling the original content in concept, structure, or essential elements is a violation of our Plagiarism Guidelines.<sup>2</sup>

## D. Content Moderation and Enforcement

VRAL.IO employs a sophisticated hybrid approach to content monitoring and detection, combining automated AI-powered systems with human review.<sup>1</sup>

- **Monitoring Methods:**
  - **Automated Detection:** AI-powered systems continuously scan for image recognition for prohibited visual content, natural language processing for text violations, pattern recognition for behavioral anomalies, hash matching for known illegal content, and metadata analysis for hidden violations.<sup>1</sup>
  - **Human Review:** All AI-flagged content undergoes human review by specialized teams who conduct random sampling for quality assurance and cultural/contextual assessments. Appeals are reviewed by senior moderators.<sup>1</sup>
  - **Proactive Measures:** Pre-upload scanning for known illegal content, real-time monitoring of live interactions, behavioral analysis for early warning signs, cross-reference with industry databases, and collaboration with law enforcement and NGOs.<sup>1</sup>
- **Reporting Mechanisms:** Users can report content through an in-platform "Report" button, dedicated email addresses (safety@VRAL.IO.com for general concerns, emergency@VRAL.IO.com for immediate safety concerns), and support tickets.<sup>1</sup> Reporter identity is kept confidential unless legally required to disclose.<sup>1</sup>
- **Response Protocols:** VRAL.IO provides acknowledgment of report receipt, initial content review, and risk assessment within 24 hours for general reports, and a 2-hour response time for emergency reports. Investigations are conducted by trained moderators, with consultation from the legal team when necessary.<sup>1</sup>
- **Enforcement Actions:** Actions may include content removal or restriction, account warnings or strikes, temporary suspensions (24 hours to 30 days), permanent account termination, law enforcement referral, payment withholding, and IP address blocking.<sup>1</sup>
- **Notification and Appeals:** Content creators receive written notification of the specific policy violated and action taken, along with appeal process information.

Appeals can be submitted within 14 days of an action, typically via email to [appeals@VRAL.IO.com](mailto:appeals@VRAL.IO.com). Appeals are reviewed by a different moderator within 7 business days, and the final decision is communicated in writing.<sup>1</sup>

- **Transparency:** VRAL.IO publishes quarterly public transparency reports detailing the number of content removals by category, account actions taken, appeal statistics and outcomes, average response times, and accuracy rates of automated systems.<sup>1</sup>
- **Strike System:** VRAL.IO operates a three-strike system for most violations. A first violation results in a warning, a second in a temporary suspension, and a third in an extended suspension. A fourth violation typically leads to permanent termination. Content automatically removed by our systems will not count toward your strike total. However, for severe or repeated violations, or illegal content/activity, VRAL.IO reserves the right to bypass the strike system and take immediate, permanent action.<sup>1</sup>

## II. Copyright Guidelines

At VRAL.IO, we are committed to fostering a creative and supportive environment that encourages the free expression of our creators while also respecting the intellectual property rights of others.<sup>1</sup>

### A. VRAL.IO's Role in Copyright Matters

VRAL.IO helps maintain a responsible service for creators and copyright holders but is not the ultimate authority in resolving disputes. While we handle DMCA notices and counter-notices, our involvement is limited. By using VRAL.IO, you acknowledge that resolving copyright disputes is primarily the involved parties' responsibility. VRAL.IO does not provide legal advice nor do we possess expertise in validating copyright claims. As a user, you are responsible for complying with copyright laws and seeking legal assistance when necessary.<sup>1</sup>



## B. Creator's Rights and Responsibilities

As a Creator on VRAL.IO, you acknowledge and accept full responsibility for your intellectual property obligations <sup>1</sup>:

- **Original Content:** You are responsible for ensuring that the content you share on VRAL.IO is your original work or that you have obtained the necessary permissions to use any copyrighted material in your content.<sup>1</sup>
- **Attribution:** If you use copyrighted material in your content, you must provide proper attribution to the original creator or copyright holder. This includes but is not limited to citing sources, linking to the original work, and displaying the appropriate credits.<sup>1</sup>
- **User-Generated Content:** You must ensure any content you create or share, such as comments, forum posts, or interactions with other users, does not infringe on anyone else's intellectual property rights.<sup>1</sup>
- **Fair Use:** You may use copyrighted material in your content under the fair use doctrine, which allows for the limited use of copyrighted material without permission for purposes such as criticism, comment, news reporting, teaching, scholarship, or research. However, fair use is a complex legal concept and is determined on a case-by-case basis. If you have questions about whether your use of copyrighted material falls under fair use, please consult legal counsel before posting anything on VRAL.IO.<sup>1</sup>
- **Public Domain Works:** VRAL.IO allows creators to use works that are in the public domain, as defined by applicable copyright laws. Public domain works are not protected by copyright and may be freely used, reproduced, and distributed. It is your responsibility to ensure a work is in the public domain, potentially by checking publication dates, copyright status, or Creative Commons licenses. Even if a work is in the public domain, other laws (e.g., trademark, privacy, publicity rights) may still restrict certain uses.<sup>1</sup>
- **AI-Generated Content Ownership:**
  - **Ownership Structure:** For AI-Generated Content, the original owner retains rights to the input content. VRAL.IO owns the underlying AI technology. The Creator receives usage rights for the output content.<sup>1</sup>
  - **Creator Rights in AI Content:** You receive commercial usage rights, the right to modify and adapt, distribution rights, display and performance rights, and sublicensing rights (with restrictions).<sup>1</sup>
  - **Important Limitations:** No exclusive ownership is claimed for AI-generated content, others may generate similar content, and you cannot prevent parallel



creation. No copyright registration is guaranteed, and the content is subject to third-party rights and may contain non-protectable elements.<sup>1</sup> The U.S. Copyright Office (USCO) and U.S. courts generally require "meaningful human authorship" for copyright protection, meaning purely AI-generated content may not be copyrightable.<sup>3</sup> Copyrightable elements only apply to the Creator's *original human contributions* to AI-assisted content.<sup>4</sup>

- **Your Warranties:** You represent and warrant that you own or have rights to all uploaded content, your content does not infringe others' rights, you have model releases where required, you have cleared all music and audio rights, and you can grant us the necessary licenses.<sup>1</sup>

## C. Reporting Copyright Infringement

If you believe that your copyrighted work has been used on VRAL.IO without your permission, you can report this via the following steps <sup>1</sup>:

- **In-Platform Reporting:** Click the "Report" button on any content or a user's profile, select "Copyright issue" as the report reason, and provide additional details.
- **Email Reporting:** Send detailed reports to [dmca@VRAL.IO.com](mailto:dmca@VRAL.IO.com). Include the URL or location of the content, type of violation, explanation of concern, and screenshots (if safe to capture).
- **DMCA Notices:** VRAL.IO complies with notices of copyright infringement pursuant to the Digital Millennium Copyright Act (DMCA).<sup>5</sup> Any person who knowingly materially misrepresents that content or activity is infringing may be liable for damages.<sup>1</sup>

## D. Responding to Copyright Infringement Claims

- **Takedown Process:** If VRAL.IO can unequivocally prove the validity of a DMCA notice, we will use our best endeavors to remove or disable access to the allegedly infringing content and notify the creator.<sup>1</sup>
- **Counter-Notice:** If you believe that your content was removed or disabled in error, you may submit a counter-notice by appealing any action taken by us as a result of a reported infringement. A valid counter-notice should include your

signature, identification of the material removed, a statement under penalty of perjury that you have a good faith belief the material was removed in error, your contact information, consent to jurisdiction, and evidence of copyright ownership or right to act on behalf of the owner.<sup>1</sup> If we receive a valid counter-notice, we may reinstate your content unless the copyright holder initiates legal action.<sup>1</sup>

- **Repeat Infringers:** VRAL.IO will, in appropriate circumstances, permanently unpublish users who repeatedly infringe on copyright. We reserve the right to define "repeat infringer" at our sole discretion and to determine whether to permanently unpublish based on factors such as the number of infringement claims, the nature of the content, and the user's history on the service.<sup>1</sup>

### **III. General Provisions**

#### **A. Relationship to Terms of Service**

These Content and Copyright Guidelines are incorporated by reference into the VRAL.IO Terms of Service and form a legally binding part of your agreement with VRAL.IO. In the event of any conflict between these Guidelines and the Terms of Service, the Terms of Service shall prevail.<sup>1</sup>

#### **B. Modifications**

We reserve the right to make updates to these Guidelines without prior notice. You should check these Guidelines regularly as your continued use of the service constitutes your acceptance of the revised Guidelines.<sup>1</sup>

#### **C. Non-Compliance**

By using VRAL.IO, you agree to comply with our Guidelines and understand that it is your responsibility to ensure that your content complies with copyright laws. Non-compliance may result in content removal, temporary account unpublishing, or permanent account termination.<sup>1</sup>

## **D. Contact Information**

If you have any questions or concerns about these Content and Copyright Guidelines, please feel free to contact us:

- **For general inquiries:** [hello@VRAL.IO.com](mailto:hello@VRAL.IO.com)<sup>1</sup>
- **For legal matters:** [legal@VRAL.IO.com](mailto:legal@VRAL.IO.com)<sup>1</sup>
- **For urgent safety concerns:** [emergency@VRAL.IO.com](mailto:emergency@VRAL.IO.com)<sup>1</sup>
- **For copyright (DMCA) notices:** [dmca@VRAL.IO.com](mailto:dmca@VRAL.IO.com)<sup>1</sup>
- **For appeals:** [appeals@VRAL.IO.com](mailto:appeals@VRAL.IO.com)<sup>1</sup>
- **For complaints about content moderation:** [complaints@VRAL.IO.com](mailto:complaints@VRAL.IO.com)<sup>1</sup>