

metastream™ Content Guidelines

metastream™ Live and Shoppable Video Content Guidelines

THE VIDEO CONTENT GUIDELINES (“CONTENT GUIDLINES”) COVER THE RULES FOR VIDEO SUBMISSIONS UPLOADED TO METASTREAM AS A METASTREAM INFLUENCER OR A METASTREAM SELLING PARTNER. THESE VIDEOS MUST ALSO COMPLY WITH [metastream’ S COMMUNITY GUIDELINES](#). PLEASE NOTE THAT THIS CONTENT GUIDELINES MAY BE MODIFIED FROM TIME TO TIME SO YOU’ RE ENCOURAGED TO CHECK BACK FOR UPDATES.

For videos, we enforce guidelines on inappropriate content. In general, we will reject content that:

- Offends, bullies, harasses or encourage behaviors interpreted as such.
- Has a sexual nature, or intends to promote sexual services.
- Harm children, by sexualizing or exploiting them.
- Promotes violence of any sort, against people or animals.
- Impersonates brands or people.
- Uses metastream to facilitate transactions outside of metastream's marketplace.
- Offers services that are not allowed, such as a service to buy or solicit reviews, votes, or any type of similar type of service.
- Violates customer’ s confidentiality or privacy by sharing their personal information.
- Violates third party’ s intellectual property (i.e. a video that demonstrably is copyrighted).
- Is spam

In order to do this, we will reject content that falls into the following categories, considered as inappropriate:

- Sexually explicit or nudity*
- Hate speech*
- Graphic Violence
- Gross Images
- Spite
- Threats
- Self-harm threats
- Inciting illegal behavior
- Bad Language*
- Phone number, Addresses
- Promotional material
- Vote Solicitation

(Children:) Content you share in the community must not be directed at children. Children’ s products are eligible for uploaded videos, but content must not be directed toward children. If a child is shown in a video, the child’ s appearance must be directly related to products being discussed and an adult must also be included in the video. Any nudity or sexually suggestive content containing minors, including minor’ s modeling swimwear and undergarments, is strictly prohibited.

Sexually explicit:

Videos that display full nudity (exposing/visible genitalia) are not permitted. Videos of sexual acts are not permitted.

Hate speech:

We don’ t allow videos that harass or express distaste for a group of people. This includes:

- Promotion of organizations with extreme views, for instance promoting sexual, racial or ethnical origin, political, ageism, gender or religious intolerance.
- Videos that express distaste for a group of people.
- Videos that deliberately humiliate groups, or individuals.
- Videos that intend to recruit people to a terrorist organization.
- Videos that intend to humiliate people who suffer from disability.

Offensive:

We don't allow videos with imagery whose purpose is to promote hate groups, or hostility against specific targets. Offensive content has qualities or characteristics likely to cause public controversy to such a degree that there is a significant risk to the customer experience and to metastream's reputation/brand in allowing it to remain on the website. Typically, this content represents ideas or practices considered disruptive to cultural norms in a marketplace or would be considered highly offensive or exploitative to most customers.

Violence:

We don't allow videos of any type of threats or that encourages behaviors interpreted as such. We don't allow videos inflicting self-harm, or encouraging this behavior.

Bad language:

We don't allow videos containing bad language.

Illegal behavior:

Videos showing illegal behavior are not allowed.

Drugs and alcohol:

We reject all of the following videos related to drugs and/or alcohol:

- Videos of any illegal activities such as drug usage.
- Videos indicating the usage of everyday items to assist/enhance in the consumption of illegal drugs. Examples: using balloons to inhale nitrous oxide and using vapor rub to enhance ecstasy high.
- Videos showing the use of alcohol or tobacco or e-cigarettes (or accessories) by minors or pregnant women.
- Videos that portray alcohol abuse including intoxication, excessive drinking, or pronounced loss of inhibitions.
- Videos that portray or encourage the use of alcohol products by persons who are, or appear to be, below the legal drinking age.
- Videos that encourage, feature or refer to behaviors that suggest irresponsible drinking.
- Videos that portray the use of alcoholic beverages before or during any activity requiring alertness, dexterity, and/or sober judgment.
- Videos that state, suggest or imply that cars, motorcycles, or other vehicles can be safely operated while or after drinking alcohol beverages.
- Videos that state or imply that the consumption of alcohol increases health, physical performance, mood or feelings of relaxation.

Guns and firearms:

We reject videos with guns, ammunition or accessories.

False medical claims or advice:

Do not make health claims, medical claims, or refer to medical conditions unless they are accurate. Do not claim or imply the product can prevent or cure disease. It is acceptable to claim to help with the symptoms of diseases. For example, "Can help alleviate stress related to ADHD", "Can help with the appearance of acne scarring". Do not claim that health products are as good as or better than prescription or over-the-counter products.

Do not claim or imply that a product can cause customers to lose weight without also following a balanced diet and doing exercise.

Do not claim that a product can guarantee weight loss results.

Do not refer to a rate of weight loss of greater than two pounds a week, as this could be unsafe.

Personal information:

We reject videos containing or requesting Personal Identifiable Information.

Competitor products:

Videos can make comparisons that mention the name of a competitor brand but must be strictly factual and objective. For example, “Product X has an incredible 8GB of RAM, which is 2GB more than Product Y,” is acceptable. Competitor comparisons must not be defamatory or derogatory. For example, “Product X is easy to use and looks great, much better than Product Y, which is a piece of junk” is not acceptable.

Accurately pin products - Influencers:

For Sellers, only pin products that are clearly featured in your video. It can be confusing for customers to see products that are not relevant or discussed in the video, and your video will be rejected if the pinned products do not match the content. Videos must contain products sold on metastream. Your videos may include product(s) gifted to you by a brand, provided it is sold on metastream and you clearly and conspicuously disclose the connection (e.g., "I was paid for this post") in the video.

Warranties:

Videos may only reference manufacturer-provided product warranties and guarantees and may not create, modify, or offer to modify them. For example, videos cannot say: “If you purchase from us, we will extend your warranty by one year,” or, “Don’ t contact the manufacturer for warranty work, contact us!” Contact details should not be provided in videos e.g. “If you love this product, contact us directly for more offers”

Pricing and promotions:

Videos must not contain prices, promotion information, discount claims, or time-sensitive information.

Customer reviews:

Do not ask viewers to leave positive customer reviews.

Packaging/Shipping:

Videos of only the shipping, packaging (including gift wrap packaging) or videos of the delivery are not allowed.

External links:

External links or contact information is not allowed in video reviews unless they are part of the product packaging or are a visual/verbal indication to visit page of video creator, product manufacturer, or product creator, for more information (e.g. manufacturer customer service or a link to how to guide.). We do not allow any promotion that will direct traffic away from metastream, such as promotions to social media or websites.

Rights and infringement:

Copyright infringements are reactive, not proactive. We don’ t allow videos that have the intention of copying metastream’ s logos or impersonate metastream in any way.

metastream Live Community Policies

This Community Policy sets out the rules for livestreaming in our community, and applies to all content you submit as a creator. We take the integrity of our community very seriously and any attempt to manipulate community content or features is strictly prohibited. If you violate this Community Policy, we may restrict your access to the community, your permissions to livestream or submit content, or we may suspend or terminate your account entirely, in each case without any obligation to reimburse you for any costs or expenses you may have incurred. Please note that this Community Policy may be modified from time to time so you’ re encouraged to check back for updates.

Eligibility for metastream Live

- In order to livestream in the community, you must have an active metastream Seller or metastream Vendor account (or be authorized to livestream on behalf of such metastream Seller or Vendor) or you must be a participant of the metastream Influencer Program with an active influencer storefront. As a creator, you are responsible for all actions taken by any third party who livestreams on your behalf.

- If you are in violation of your respective agreement with metastream, you may not be eligible to participate in the community.
- If we suspend or revoke your livestreaming privileges due to a violation of this Community Policy, you will not be eligible to participate in the community until further notice from us.
- You must be at least 18 years old to stream in the community.
- If you are a Seller, you must be a professional metastream Seller who is registered and approved to sell on metastream.live.
- If you are a Vendor, you must have created and published a store on metastream.
- All suspensions apply to the account holder and any attempts to circumvent suspensions by creating additional accounts or identities will result in the permanent disabling of said accounts.

Claims

- All claims, both express and implied, must be supported.
- You may provide your personal opinion (provided it is clearly noted as such) but any claim that could reasonably be interpreted as a factual statement must be accurate and substantiated.
- Claims that relate to product characteristics (such as safety features, performance, technical specifications, dimensions, weight, etc.) must be accurate.
- Any awards that are mentioned or depicted (for example, “Product of the Year 2017”) must be supported by the details found on the product’ s detail page.

Brand Comparisons

- Comparisons that mention the name of a competing brand must be strictly factual and objective. For example: “Product X has an incredible 8GB of RAM, which is 2GB more than Product Y” is acceptable.
- Such comparisons must not be defamatory or derogatory. For example: “Product X is easy to use and looks great; much better than Product Y which is a piece of junk” is not acceptable.

Prices and Promotions

- All price claims, including promotional prices, must be accurate.
- Do not exaggerate promotional prices, or make unsupported savings claims or price comparisons. For example, unless it is accurate, do not say: “This product will never be at this low price after today” , “The lowest price on the internet” , “An unbeatable price” , “The cheapest on the market.”

Product Guarantees and Warranties

- You may only reference manufacturer-provided product warranties and guarantees and may not create, modify or offer to modify them. For example, do not say: “If you purchase from us, we will extend your warranty by 1 year.” ; “Don’ t contact the manufacturer for warranty work, contact us!”

Customer Reviews

- If you mention customer reviews, you must include accurate product information that can be substantiated. For example, the claim “This is my favorite face cream for making wrinkles completely disappear” implies that the product objectively makes wrinkles “completely disappear.” This is not a claim that any product could substantiate, therefore you should not use this customer review.
- You may ask viewers to leave reviews for products featured in your livestream(s) but you may not directly ask for positive reviews. For example, you can say “Please leave a review and tell us what you think” but you cannot say, “If you liked this product please leave a 5-star customer review” .
- If you use a customer review that is a metastream customer review, you must mention this verbally during the livestream.
- Any customer review you use must be less than one year old.
- If a customer review compares a product to a competing product by name, it must meet the requirements under *Brand Comparisons*, above.

- Do not truncate or modify the customer review in any way that could change its meaning.

Restricted Products and Claims

Alcohol-Related Products

- All products by alcohol manufacturers or distributors are strictly prohibited.
- Alcohol-related products by other manufacturers or distributors are permitted (e.g. wine bottle openers, beer dispensers, glassware, etc.), but the following rules apply:
 - Do not encourage, feature or refer to behaviors that suggest irresponsible drinking. For example, grabbing a wine bottle in a mock drunk manner and holding it to one's mouth (even if obviously in jest) is not permitted.
 - Do not encourage excessive consumption. For example, do not say: "Get this cocktail mixer and you could have fresh margaritas every night!" , "You never need an excuse to make cocktails" , or "Have a beer first thing in the morning" .
 - Do not disparage abstinence from alcoholic beverages. For example, do not say: "This is more fun than making lemonade" , or "Quality shot glasses are a must have for parties" .

Health, beauty, and weight loss

- Do not make health claims, medical claims, or refer to medical conditions (e.g. "This would be great for acne") unless they are accurate.
- Do not provide medical advice.
- Do not claim that health products are as good as or better than prescription or over-the-counter products.
- Do not claim or imply that a product can cause customers to lose weight without also following a balanced diet and doing exercise.
- Do not claim that a product can guarantee weight loss results.
- Do not refer to a rate of weight loss of greater than 2lbs a week as this could be unsafe.

Other unacceptable products

- Product categories that are prohibited under our [Restricted Products policy](#).
- Product categories prohibited under the "Unacceptable Products & Services" section of [metastream's Creative Acceptance Policy](#).

Conduct and Content

Your conduct in the community and any content you share should not:

- Contain nudity, sexually suggestive content or provocative imagery (such as models in blatantly sexual or prurient poses) or depict pornography or sexual acts.
- Be deceptive, false or misleading or impersonate a person or brand.
- Imply unauthorized endorsements or refer to specific celebrities in any manner, unless your brand has received an official endorsement from such celebrity.
- Divert viewers away from metastream. For example, do not direct viewers to visit an external website.
- Infringe on another's intellectual property. For example, unless you have obtained permission from all relevant third parties, do not play music or include images, artwork or other audiovisual works in your livestreams. You should also avoid wearing clothes, jewelry, or accessories with prominently visible branding if you don't have permission from the brand owner. Remember that the content of other creators in the community are their intellectual property and should not be used without their express permission.
- Infringe on metastream's intellectual property. Use of metastream's intellectual property without metastream's permission, including without limitation its copyright (e.g. text, graphics, logos, and images) and its trademarks and trade dress (e.g. graphics, logos, and service names) is strictly prohibited. See [metastream's Conditions of Use](#) for details.
- Disclose or require viewers to disclose personal or private information.

- Be emotionally exploitative, controversial, shocking or likely to cause viewers distress.
- Be socially insensitive. For example, do not use phrases that are discriminatory, sexist, or racist and do not engage in divisive discussions concerning politics or other sensitive topics such as scandals, reproductive rights, firearms etc.
- Contain foul, vulgar, or obscene language or scatological references.
- Be obscene, foul, vulgar, defamatory, libelous, abusive, harassing, invasive of another's privacy or otherwise illegal.
- Endanger your safety or the safety of others.
- Threaten, encourage, promote or depict violence or graphic imagery.
- Encourage antisocial or nuisance behaviors. For example, do not encourage skateboarding indoors or smoking on public transportation.
- Interfere with or attempt to interfere with navigation on the page on which the stream is playing.

Additional content requirements:

You may only livestream about products that are available for sale on metastream.live and you must include at least one product in the product carousel during each livestream. Products you showcase in your livestream must be available in the product carousel.

metastream reserves the right to remove prohibited or otherwise ineligible items from a carousel and further reserves the right to remove items from a carousel that we deem to be negatively affecting the viewer experience.

Your livestreams must have someone present throughout the duration of the livestream, discussing the products included in the product carousel and engaging with customers in chat. Content you stream should be primarily live, with the majority of your livestream content captured and streamed in real-time. If any pre-recorded video is included in your livestream, it cannot be “looped” or played on repeat multiple times, and any such pre-recorded video cannot exceed 5 minutes in duration.

Children

- Content you share in the community must not be directed at children. Children’s products are eligible for livestreaming but content must not be directed to children.
- If a child is shown in a livestream, the child’s appearance must be directly related to products being discussed and you must have the written consent of the child’s parents and/or guardians.
- Any nudity or sexually suggestive content containing minors, including minors modeling swimwear and children’s undergarments, is strictly prohibited.

Violations

- metastream will protect the customer experience and in doing so will reflect the spirit, not merely the letter, of this Community Policy. metastream reserves the right to suspend or terminate your account or pause or remove any content that we deem to be negatively affecting the viewer experience, whether or not the behavior has been explicitly prohibited by this Community Policy. This Community Policy does not comprehensively list every type of content that metastream could restrict or block, nor every basis on which metastream may restrict or block content.

Special Programs and Features

From time to time, we may offer or make available special programs or features and we will detail applicable terms and conditions for such programs or features here. We reserve the right to change or discontinue a program or feature at any time.

Other terms and conditions

In addition to this Community Policy, your participation in the community is subject to the metastream Community Guidelines.

By participating in the community, you accept our [Conditions of Use](#) and [Privacy Policy](#), agree to abide by applicable laws, rules, regulations and guidance and release metastream and its affiliates from any claim or liability arising from your content. If you are authorized to livestream on behalf of a metastream Seller or Vendor, you must clearly disclose such relationship, and the terms of the applicable Seller or Vendor agreement will apply to your participation in the community.

In addition to and without limitation of the foregoing, if you are a Seller, you agree to comply with all terms and conditions set forth in the [metastream Services Business Solutions Agreement](#), if you are a Vendor, you agree to comply with all terms and conditions set forth in [metastream's Advertising Agreement](#) and if you are a metastream Influencer, you agree to comply with all terms and conditions set forth in the [Associates Program Operating Agreement](#), including the [Influencer Program Policy](#) and all applicable FTC guidance (including, without limitation, the [Federal Trade Commission's Guides Concerning the Use of Endorsement and Testimonials in Advertising](#) and [Disclosures 101 for Social Media Influencers](#)).

To the maximum extent permitted by law, you waive all moral rights, rights of privacy and rights of publicity in the content you submit to the community, and agree to provide metastream with any necessary third-party permissions, clearances, and releases upon request.

Without limitation of the foregoing and unless we indicate otherwise, by participating in the community, you hereby grant to metastream and its affiliates a nonexclusive, royalty-free, perpetual, irrevocable, and fully sublicensable right to use, reproduce, modify, adapt, publish, perform, translate, create derivative works from, distribute, transmit and display your content throughout the world in any media for any purpose. For the avoidance of doubt, you grant metastream, its affiliates and any sublicensees the right to use your name, voice, image, and likeness in connection with such content.

If this Community Policy conflicts or is otherwise inconsistent with any other policy, conditions or guidelines referenced herein, this Community Policy will govern.

Notice and Prodecure for making claims of Intellectual Property Infringement

If you believe that your intellectual property rights have been infringed, please submit your complaint using the below information template to info@metastream.live. You can report all types of intellectual property claims including, but not limited to, copyright, trademark, and patent claims.

Copyright and Intellectual Property Infringement Complaint template:

This template is intended for use by rights owners and their agents to notify metastream of alleged infringements such as copyright and trademark concerns. If you are not a rights owner or their agent, metastream will not be able to process complaints submitted through this form.

Email Subject: Copyrighted work or IP material

Metastream Video or Live Video URL:

Details of rights infringed:

Your Contact Information:

Name:

Email:

Tel:

Address:

"I have a good faith belief that the shared link described above violates the intellectual property rights owned by the intellectual property owner or its agent, nor is such use otherwise permissible under law."

"I represent, under penalty of perjury, that the information in this notification is true and correct and that I am the intellectual property owner or authorized to act on behalf of the intellectual property owner for the rights described above."

I have read and accepted the statements above

We respond quickly to the concerns of rights owners about any alleged infringement, and we terminate repeat infringers in appropriate circumstances.