

# Fooji Code of Conduct

In order to protect the experience of the Fooji fans and employees, there are some limitations on the type of content and behavior that we allow. These limitations are set forth in the Code of Conduct below.

The Fooji Code of Conduct (along with all incorporated policies), Privacy Policy, and Promotion Rules collectively make up the "Fooji User Agreement" that governs a user's access to and use of Fooji's services.

This Code of Conduct governs an individual's use of Fooji's services. This Code of Conduct generally prohibits undesirable behavior which shall be determined by Fooji in its sole discretion. All individuals accessing or using Fooji's services must adhere to the policies set forth in the Fooji Code of Conduct, which includes non-exhaustive examples of improper behavior. Individuals have been informed and understand that failure to conform their conduct in conformance with this Code of Conduct may result in Fooji, in its sole discretion, taking one or more of the following enforcement actions:

- disqualifying you from our prize promotions;
- barring you from receiving a prize;
- temporarily blocking your account;
- asking you to verify account ownership with a phone number or email address; and/or
- permanently suspending your account(s).
  - If you attempt to evade a permanent suspension by creating new accounts, we will block your new accounts.

## **Fooji's Services**

Contests and sweepstakes (collectively "Promotions") through Fooji may offer prizes (each a "Prize") for performing a specific action, for following a particular account, or for posting updates with a specific hashtag. Fooji may revoke a user's Membership for generally undesirable behavior, which includes but is not limited to:

## Engaging in any conduct that impacts the integrity of a Promotion

Users who engage in or are suspected of engaging in cheating, using fraudulent means, unauthorized entry methods, or otherwise seeking to impermissibly impact the integrity of any Promotion.

## Creation of multiple accounts

Users creating multiple accounts or using multiple identities in order to enter a Promotion more than the permitted number of times.

## Posting the same action repeatedly

Posting duplicate, or near duplicate, updates or links is a violation of the Fooji Fan Code of Conduct and jeopardizes search quality. Multiple entries in a single day will not be accepted, unless permitted by the Promotion Rules.

We do encourage users to post topics relevant to the Promotion.

## Content Boundaries and Use of Fooji

### Graphic violence and adult content

We consider graphic violence to be any form of gory media related to death, serious injury, violence, or surgical procedures. We consider adult content to be any media that is pornographic and/or may be intended to cause sexual arousal.

### Unlawful use

You may not use our service for any unlawful purposes or in furtherance of illegal activities. By using Fooji, you agree to comply with all applicable laws governing your online conduct and content.

## Abusive Behavior

In order to ensure that Fooji fans and employees feel safe expressing diverse opinions and beliefs, we prohibit behavior that crosses the line into abuse, including behavior that harasses, intimidates, or uses fear to silence another user's voice.

Context matters when evaluating for abusive behavior and determining appropriate enforcement actions. Factors we may take into consideration include, but are not limited to, whether:

- the behavior is targeted at an individual or group of people;
- the report has been filed by the target of the abuse or a bystander; and/or
- the behavior is newsworthy and in the legitimate public interest.

### Violence and physical harm

Violence: You may not make specific threats of violence or wish for the serious physical harm, death, or disease of an individual or group of people. This includes, but is not limited to, threatening or promoting terrorism. You also may not affiliate with organizations that — whether by their own statements or activity both on and off the platform — use or promote violence against civilians to further their causes.

Suicide or self-harm: You may not promote or encourage suicide or self-harm. When we receive reports that a person is threatening suicide or self-harm, we may take a number of steps to assist them, such as

reaching out to that person and providing access to resources. Such resources may include contact information for our mental health partners.

Child sexual exploitation: You may not promote child sexual exploitation.

## Abuse and hateful conduct

Abuse: You may not engage in the targeted harassment of someone, or incite other people to do so. This includes targeted harassment towards any Fooji employee, delivery/fulfillment partner or fan. We consider abusive behavior an attempt to harass, intimidate, or silence someone else's voice.

Unwanted sexual advances: You may not direct abuse at someone by sending unwanted sexual content, objectifying them in a sexually explicit manner, or otherwise engaging in sexual misconduct.

Hateful conduct: You may not promote violence against, threaten, or harass other people on the basis of race, ethnicity, national origin, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease.

Hateful imagery and display names: You may not use hateful images or symbols in your correspondence with Fooji. You also may not use your username, display name, or profile bio to engage in abusive behavior, such as targeted harassment or expressing hate towards a person, group, or protected category.

## Impersonation

You may not impersonate individuals, groups, or organizations in a manner that is intended to or does mislead, confuse, or deceive others. While you may maintain parody, fan, commentary, or newsfeed accounts, you may not do so if the intent of the account is to engage in spamming or abusive behavior.

## Spam and Security

We strive to protect Fooji fans and employees from technical abuse and spam.

To promote a stable and secure environment within Fooji, you shall not do, or attempt to do, any of the following while accessing or using Fooji:

- Access, tamper with, or use non-public areas of Fooji, Fooji's computer systems, or the technical delivery systems of Fooji's providers.
- Probe, scan, or test the vulnerability of any system or network, or breach or circumvent any security or authentication measures.
- Access or search, or attempt to access or search, Fooji by any means (automated or otherwise) other than through our currently available, published interfaces that are provided by Fooji (and only pursuant to the applicable terms and conditions), unless you have been specifically allowed to do so in a separate agreement with Fooji.

- Interfere with or disrupt the access of any user, host, or network, including, without limitation, sending a virus, overloading, flooding, spamming, mail-bombing Fooji's services, or by scripting the creation of content in such a manner as to interfere with or create an undue burden on Fooji.
- **Malware/Phishing:** You may not publish or link to malicious content intended to damage or disrupt another person's browser or computer or to compromise a person's privacy.
- **Spam:** You may not use Fooji's services for the purpose of spamming anyone. Spam is generally defined as bulk or aggressive activity that attempts to manipulate or disrupt Fooji or the experience of users on Fooji to drive traffic or attention to unrelated accounts, products, services, or initiatives. Some of the factors that we take into account when determining what conduct is considered to be spamming include:
  - if you have followed and/or unfollowed a large number of accounts in a short time period, particularly by automated means (aggressive following or follower churn);
  - if your Tweets or Direct Messages consist mainly of links shared without commentary;
  - if a large number of people have blocked you in response to high volumes of untargeted, unsolicited, or duplicative content or engagements from your account;
  - if a large number of spam complaints have been filed against you;
  - if you post duplicative or substantially similar content, replies, or mentions over multiple accounts or multiple duplicate updates on one account, or create duplicate or substantially similar accounts;
  - if you post multiple updates to a trending or popular topic with an intent to subvert or manipulate the topic to drive traffic or attention to unrelated accounts, products, services, or initiatives;
  - if you send large numbers of unsolicited replies or mentions;
  - if you add users to lists in a bulk or aggressive manner;
  - if you are randomly or aggressively engaging with users (e.g., following, adding to lists or Moments, etc.) to drive traffic or attention to unrelated accounts, products, services, or initiatives;
  - if you repeatedly post other people's account information as your own (e.g., bio, Tweets, profile URL, etc.);
  - if you post misleading, deceptive, or malicious links (e.g., affiliate links, links to malware/clickjacking pages, etc.);
  - if you create fake accounts, account interactions, or impressions;
  - if you sell, purchase, or attempt to artificially inflate account interactions (such as followers, Retweets, likes, etc.); and
  - if you use or promote third-party services or apps that claim to get you more followers, Retweets, or likes (such as follower trains, sites promising "more followers fast," or any other site that offers to automatically add followers or engagements to your account or Tweets).

## **Use of Prizes**

Unless given express written permission by Fooji, no transfer of Prize to a third party is permitted and non-cash Prize(s) may not be redeemed or sold for cash value. Any accounts engaging in these activities may be temporarily blocked or subject to permanent suspension.

## **Integration and Severability**

Except as specifically stated otherwise, this Code of Conduct constitutes the entire agreement and understanding between Fooji and individuals with respect to the subject matter hereof, and supersedes all prior or contemporaneous communications, understandings, and proposals, written or oral, between us relating thereto. If one or more of the provisions of this Code of Conduct is determined for any reason to be invalid or unenforceable, then such provisions shall be deemed severable from all of the remaining provisions and shall in no way affect the validity or enforceability of all other provisions, which shall remain in full force and effect.