Acceptable Use Policy

ATSC Global Limited · the rules for using ATSC Services, and how we handle reports of unlawful content

Field	Detail
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Provider	ATSC Global Limited, registration number 745470, First Floor, Penrose 2, Penrose Dock, Cork City, Ireland, T23 YY09
Single point of contact (DSA Articles 11 and 12)	abuse@atsc.global — for users, authorities and the European Commission. Communications in English or Irish.

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1. Who this policy applies to

1.1 This policy applies to everyone who uses an ATSC Service, including our customers, their Authorised Users, and End Users such as residents, visitors, lessees and members of the public. It forms part of our customer agreements and of the end user license that each user accepts. “We” and “us” mean ATSC Global Limited.

1.2 Where a customer makes an ATSC Service available to its own users under its own brand, the customer is responsible for bringing this policy, or rules at least as protective, to its users’ attention.

2. You are responsible for your content

2.1 “Content” means anything you upload, submit, store, publish or generate through a Service, including data, files, listings, reviews, messages and AI prompts and outputs.

2.2 You are responsible for your Content, for having the rights and lawful basis needed to upload and use it, and for keeping your own copies of anything you need. We back up the Services to protect their operation and in accordance with our customer agreements, but that does not make us responsible for the content of what you upload.

2.3 We do not generally monitor Content. Where a Service is moderated, the Service tells you how, including whether moderation is automated or by people.

3. Content you must not upload or share

3.1 You must not use a Service to upload, store, share or generate Content that:

(a) is illegal under the law of Ireland, the European Union, or the country in which you are located or to which it is directed;

(b) sexually exploits or endangers children — we report such content to the competent authorities;

(c) is terrorist content within Regulation (EU) 2021/784, incites violence or hatred, or harasses, threatens or bullies any person;

(d) is defamatory, deceptive or fraudulent, or impersonates any person or misrepresents an affiliation, including presenting AI-generated content as human-made where that would mislead;

(e) infringes anyone's intellectual property, privacy or confidentiality rights;

(f) contains another person's personal data without a lawful basis, or special category, biometric or children's data where the Service is not configured and approved for it; or

(g) contains malware or other harmful code.

4. Things you must not do

4.1 You must not:

(a) access, probe or test the vulnerability of a Service, or breach its security or authentication, except under a written arrangement with us;

(b) access data, accounts or systems you are not authorised to access;

(c) interfere with or overload a Service, or circumvent usage limits, including by automated means other than our published interfaces;

(d) resell, sublicense or make a Service available to others except as your agreement with us or with your provider permits;

(e) use a Service to build a competing product, or to train a model that competes with it;

(f) use a Service for any practice prohibited by Article 5 of the EU AI Act, or for any high-risk use listed in Annex III of that Act, unless agreed in writing with us under our AI Addendum; or

(g) use a Service in breach of export control or sanctions law.

5. Reporting illegal content

5.1 Anyone may report Content they believe is illegal, using the form at atsc.global/legal/report or by email to abuse@atsc.global. A report should include: the reasons you believe the Content is illegal; the exact location of the Content, such as a URL or listing reference; your name and email address, unless you are reporting child sexual abuse material; and a statement that you believe in good faith that the report is accurate and complete.

5.2 We confirm receipt of reports without undue delay, assess them diligently, objectively and in a timely manner, and tell the reporter what we decided and how to challenge it. Where we use automated tools to process reports, we say so.

5.3 If a report gives rise to a suspicion of a criminal offence involving a threat to life or safety, we inform the competent law enforcement authorities.

6. What we may do

6.1 Where we have reason to believe that Content or conduct breaches this policy or the law, we may, proportionately to the seriousness of the issue: remove or disable access to Content; restrict its visibility; suspend or restrict a feature; suspend an account; or terminate an account. Where a customer has made the Service available to its own users, we will normally act through that customer first, unless the matter is urgent.

6.2 We will give the affected user a clear statement of reasons for any such action, stating: what action we took and its scope and duration; the facts relied on; whether automated means were used; the

legal ground or the clause of this policy relied on; and how to challenge the decision. We do not give a statement of reasons where the law prevents it or where the Content is deceptive high-volume commercial content.

6.3 Where a user frequently provides manifestly illegal Content, or frequently submits manifestly unfounded reports, we may suspend that user for a reasonable period after a prior warning.

7. Challenging a decision

7.1 You may challenge a decision we made on a report, or about your Content or account, free of charge, within six (6) months, by replying to our statement of reasons or writing to abuse@atsc.global. Your complaint will be reviewed by a person who did not take the original decision, and we will reverse our decision without undue delay if it was wrong.

7.2 Where the law gives you the right, you may also refer the dispute to an out-of-court dispute settlement body certified under Article 21 of the Digital Services Act, or to a court. Nothing in this policy limits those rights.

8. AI Services

8.1 When you use a Service that contains AI, you must review Outputs before relying on them, must not represent AI-generated content as human-made where that would mislead, and must comply with any additional AI usage rules shown in the Service or in our AI Addendum.

9. Changes and law

9.1 We may update this policy by publishing a new version with a version number and date. We will give at least fifteen (15) days' notice of material changes to business users. Each prior version remains available at atsc.global/legal.

9.2 This policy is governed by the laws of Ireland. If you are a consumer, you keep the protection of the mandatory laws of the country where you live and may bring proceedings there.

Product annexures

End of Acceptable Use Policy.