



## **AXECAP GLOBAL LIMITED**

**(Company Register Number: 175,153)**

Registered in Belize under license number 175,153.

## **BRAND PAGE POLICY**

## Axecap Global Limited Brand Page Policy

### 1. Overview

Understanding our policies

The following terms, as well as our Data Policy, Community Standards and Terms of Services, apply to all creators and administrators of Brand Pages. You are responsible for ensuring that your Brand Page content, post or event complies with all applicable laws, statutes and regulations.

### 2. General policies

#### 1. Prohibited business practices

Pages, groups and events must not promote products, services, schemes or offers using deceptive or misleading business practices, including

- × services to promote predatory loans
- × those intended to scam people out of money or personal information.

#### 2. Impersonation

Pages, groups and events must not impersonate or falsely represent a brand, entity or public figure. Where a Page, group or event is being used to express support for or interest in a brand, entity or public figure, it must make clear in the name or description that it is not an official representation.

Example:

It is clearly stated in the name or description that the brand page has Parody, satire, criticism, comment or fan nature

× Brand page is advertised as "official" nature, but not official, and has nothing to do with the official

× The name of the brand page is easily confused with the certified brand, location, organization or public figure

#### 3. Gambling

Pages, groups and events must not facilitate or promote online gambling, online real money, games of skill or online lotteries without our prior written permission.

#### 4. Inaccurately tagged content

Pages, groups and events must not inaccurately tag content or encourage users to inaccurately tag content.

### 5. Incentivisation

Pages, groups and events must not incentivise people to misuse Axecap Global Limited features or functionality.

Example:

× Encourage users to give false comments in exchange for free products

[Learn more](#)

### 6. Drug and alcohol addiction treatment

Pages, Groups and Events must not promote drug and alcohol addiction treatment centres that are misleading, engaging in practices that are harmful to patients or otherwise violating applicable laws.

## 3. Promotions on Pages, groups and events

### Communicating a promotion

If you use Axecap Global Limited to communicate or administer a promotion (e.g. a contest or sweepstakes), you are responsible for the lawful operation of that promotion, including:

The official rules;

offer terms and eligibility requirements (e.g. age and residency restrictions); and

Compliance with applicable rules and regulations governing the promotion and all prizes offered (e.g. registration and obtaining necessary regulatory approvals).

must include Required content Promotions on Facebook must include the following:

A complete release of Facebook by each entrant or participant; and

Acknowledgement that the promotion is in no way sponsored, endorsed, administered by or associated with Axecap Global Limited.

### Administration of a promotion

Promotions may be administered on Pages, groups, events or within apps on Axecap Global Limited. Personal timelines and friend connections must not be used to administer promotions (e.g. "share on your timeline to enter" or "share on your friend's timeline to get additional entries" and "tag your friends in this post to enter" are not permitted).

### Assisting promotions

Axecap Global Limited will not assist you in the administration of your promotion, and if you use our service, you agree to administer your promotion at your own risk.



#### **4. Collection of data on Pages, groups and events**

Collecting data from users

If you collect content and information directly from users, your Page, Group or Event must make it clear that you (and not Axecap Global Limited) are collecting it, and must provide notice about and obtain user consent for your use of the content and information that you collect. Regardless of how you obtain content and information from users, you are responsible for securing all necessary permissions to reuse their content and information.

Automated collection of data

Your Page, group or event must not collect users' content or information, or otherwise access Axecap Global Limited, using automated means (such as harvesting bots, robots, spiders or scrapers) without written permission from Axecap Global Limited.

Calls to action

Your Page, group or event cannot use information obtained from a person's interaction with your Page's call-to-action button for any purpose other than to provide the service associated with the call-to-action button. If you want to use this information for any other purpose, first obtain a person's explicit consent.

Processing of data for Page Insights in the EEA

Where you are in the EEA, the processing of data for Page Insights may be subject to the Page Insights Controller Addendum, which forms part of this Pages, Groups and Events Policy.

#### **5. Pages-Specific Policies**

##### **1. Platform Policy**

Apps on your Page must comply with the Axecap Global Limited Platform Policy.

##### **2. Page names**

Page names must not include profanity, excessively incorrect grammar or punctuation, and must not consist solely of generic terms or locations.

Example:

X indecent language, including indecent language implied by asterisks or symbols

##### **3. Content visibility**

Content posted to a Page is public and can be viewed by everyone who can see the Page.

##### **4. Cover Photos and Profile Pictures**

Your Page's cover photo or profile picture must not include a verified checkmark, and also must not include third-party products, brands or sponsors.

##### **5. Showmarks**

Showmarks on show Pages must accurately represent the show, and must not represent the parent entity or network.



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#### 6. Online pharmacies

Pages must not promote the sale of prescription pharmaceuticals. Pages for online pharmacies may be permitted with Axecap Global Limited's prior approval.

#### 7. Age gating

You must restrict access by age using Axecap Global Limited Page gating functionality as necessary to comply with applicable laws and regulations.

#### 8. Post preview

When sharing a third-party link from your Page, you must not edit any elements of the post preview.

#### 9. Upload functionality

You must not misuse Axecap Global Limited's upload functionality in connection with your Page.

Example: :

× upload an image to create a video

#### 10. Name change and merges

Name changes and merges must not result in a misleading or unintended connection and must not substantially change the Page's subject matter.

#### 11. Regulated goods or services

Pages promoting the sale of regulated goods or services must comply with our Community Standards

#### 12. Driving traffic to third-party apps and sites

You must not accept anything of value to drive traffic to an app or site that engages in traffic arbitrage, or one that contains a disproportionate volume of ads relative to content, or content that is highly sexual, shocking, clickbait or promotes scams.

#### 13. Sharing content

Content you post to your Page may be reshared by other admins of the Page to other Axecap Global Limited Products connected to the Page.

#### 14. Limited originality of content

Pages must not post or share content that primarily consists of minimal original content.

### 6. Branded content on Pages

#### 1. Branded content

All other branded content must comply with the Axecap Global Limited Branded Content Policies.

#### 2. Show Pages

Show Pages must not include branded content within showmarks or show trailers, and must comply with the Axecap Global Limited's Branded Content Policies.



New Horizon Building, Ground Floor,  
3 1/2 Miles Philip S.W. Golden Highway,  
Belize City, Belize



support@AxeCap.co



<https://axecap.co/>

### 3. Necessary disclosures

Your Page must include all necessary disclosures to people using Axecap Global Limited, such as any disclosures needed to indicate the commercial nature of content posted by you.

## 7. Job Policies

The following Jobs Policies provide guidance on what types of job posts are allowed on Facebook and apply to all job posts on Pages and in groups. Job posts must comply with our Community Standards as well as the Jobs Policies.

### 1. Misleading, deceptive or fraudulent jobs

Job posts must not promote employment opportunities that are misleading, deceptive or fraudulent.

Example:

- × Recruitment posts requiring applicants to pay before applying

Recruitment posts should not only contain attractive benefits, and are not clear about the responsibilities and requirements of the recruited position.

### 2. Illegal products and services

Job posts must not promote employment opportunities that involve illegal activity, products or services.

Example:

- × illegal criminal activities
- × using, selling illegal drugs or providing related services
- × human trafficking
- × forged documents or currency

### 3. Discrimination

Job posts must not unlawfully discriminate against applicants based on any protected characteristics, including, but not limited to, race, ethnicity, colour, national origin, religion, age, sex, sexual orientation, gender identity, family status, disability, medical or genetic condition or any other basis protected under federal, state or local law. Job posts must comply with all applicable laws prohibiting discrimination.,

Example:

- × only females are recruited
- × applicants must be under 35 years old
- × no Catholics
- × unmarried Priority



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#### 4. Sexually suggestive jobs

Job posts must not promote employment opportunities in a sexually suggestive manner.

Example:

- × explicit sexual language
- × Suggestive sexual behavior
- × Photo suggesting nudity

#### 5. Adult products and services

Job posts must not promote employment opportunities that require adult services or use of adult products.

Example:

- × escort service
- × job opportunities involving sex toys
- × job opportunities involving sexual enhancement products
- × job opportunities involving sexual content or nudity videos, electronic publications or live broadcasts

#### 6. Personal Information

Job posts must not solicit personal identification or financial information from any potential applicants. Example:

- × Credit card information
- × Bank account information
- × Identity certificate issued by the government

#### 7. Multi-level marketing

Job posts must clearly and fully describe the product or business model that it is promoting. Job posts must not promote employment opportunities for business models that offer quick compensation for little investment, including multi-level marketing opportunities.

#### 8. Impersonation

Job posts must not impersonate a brand, company, entity or public figure. This includes falsely representing an association with a business.

#### 9. Drug-related products and services

Job posts must not promote employment opportunities that involve illegal or recreational drugs, products and services.

Example:

- × pharmacy
- × electronic cigarette shop
- × marijuana and cannabis specialist

#### 10. Profanity and grammar

Job posts must not contain profanity or bad grammar and punctuation. Symbols, numbers and letters must be used properly without the intention of circumventing our review process and enforcement systems.

Example:

- × indecent language, including indecent language implied by asterisks or symbols
- × Abuse of symbols, characters or punctuation

### **8. Events-Specific Policies**

#### 1. Automated events

Events cannot use automated means to generate event invites.

#### 2. Cost disclosures

Events must provide clear and up-front disclosure for any actions or additional costs associated with an event ticket purchase.

#### 3. Misleading event changes

Changes to an event must not result in a misleading or unintended connection and must not substantially change the event.