

# 平台不当广告禁止及内容指引

## 中文

### 禁止发布的广告及内容规定

1. **背背佳 (Posture Corrector)**：严禁发布含**性暗示**、**性挑逗**的相关内容，不得直接推广该产品。该产品仅可内搭于外套中穿着；非视频场景下的穿着不受此限制。
2. **Fussychoice、MMMOUND（部分款式）**：上述品牌部分服装含**性暗示**元素。平台已下架所有发布此类内容的创作者相关视频，违规账号将被处以**1天禁止发布**的处罚；对于故意通过**领口暴露**或**穿着此类服装变装**以传递不良导向的账号，将实施**永久封禁**。
3. **蕾丝花边吊带背心、毛绒针织开衫**：若未外搭外套直接展示，均将被认定为含**性暗示**内容。平台将下架相关视频，并对对应账号采取**1天禁止发布、3天禁止评论及30天限流**的处罚措施。

### 审核直接驳回的内容

1. 初始穿搭合规且未露肩，拍摄视频时**故意露肩**或**内搭在肩部区域**可见的；
2. **顶肩、故意低头暴露胸部**等违规动作；
3. 严禁在**卫生间（浴室）内**拍摄发布任何作品，或在**淋浴头下**拍摄（含**湿身场景**）；户外拍摄需确保第三方出境已获得授权；后续直播中，**未经授权在酒店等可能出现第三方的场所进行直播**的，一律禁止；
4. 眼神带有**性挑逗、妩媚诱导**倾向的；
5. **“5.55 摇”舞蹈**曲目被永久列为**涉黄违规**内容，严禁发布；
6. **成人用品广告**：平台监测到有年轻女性创作者发布成人用品广告，特此明确，平台严禁发布任何与**成人相关**的内容。

### 流量分发标准

1. **无擦边、无性暗示等合规内容**：享有最高优先级推荐；
2. **数码科技类**内容；
3. **科普类**内容。

### 平台更新及相关政策

1. 系统优化进行中：平台致力于打造**无美颜、无滤镜、无喧闹直播**的环境；

2. 年龄限制：已对部分地区 **16 岁以下用户** 限制访问权限。

本平台所有政策均符合美国洛杉矶法律规定。

## English

### Prohibited Advertising & Content Regulations

1. **Posture Corrector (Beibei Jia)**: Content containing **sexual innuendo or solicitation** is strictly prohibited, and direct promotion of this product is not allowed. The product may only be worn under outerwear; off-video wear is not restricted by this rule.

2. **Fussychoice, MMMOUND (Certain Styles)**: Some apparel from these brands contains **sexual innuendo elements**. All related videos by creators posting such content have been removed. Violators will face a **1-day posting ban**. **Permanent account termination** will be imposed for accounts intentionally conveying inappropriate orientations through **neckline exposure or costume changes** involving such apparel.

3. **Lace Camisoles, Fuzzy Knit Cardigans**: Direct display without an outer layer will be deemed **sexual innuendo content**. The platform will remove relevant videos and impose penalties on the corresponding accounts, including a **1-day posting ban, 3-day comment ban, and 30-day account restriction**.

### Content Immediately Rejected During Review

1. Intentionally exposing shoulders (or **visible innerwear at shoulders**) in videos, despite initial compliant attire without shoulder exposure;

2. **Violating actions** such as **shoulder bumping, intentional bowing to expose the chest**;

3. Any content filmed in **restrooms/bathrooms, or under running showers (including wet-body scenes)** is strictly prohibited. For outdoor filming, third-party appearances must be authorized. **Unauthorized live streaming in hotels or other places where third parties may appear** is prohibited in subsequent live broadcasts;

4. **Sexual or seductive eye contact with inductive tendencies**;

5. The dance track **"5.55 Yao"** is permanently classified as **pornographic** and prohibited;

6. **Adult product advertising**: We have detected young female creators posting adult product ads. It is hereby clarified that all **adult-related content** is strictly prohibited on the platform.

### Traffic Distribution Criteria

1. **Content without edge-crossing or sexual innuendo**: Enjoy the highest priority for recommendation;

2. Digital technology-related content;

3. Educational/Scientific popularization content.

### **Platform Updates & Policies**

1. System optimization in progress: We are committed to building a platform with **no beauty filters, no excessive noise during live streams**;

2. Age restriction: Access has been restricted for **users under 16** in certain regions.

All policies comply with **the laws of Los Angeles, California, USA**.