

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. Fussyychoice、MMOUND (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

- 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**；
- 顶肩、故意低头暴露胸部等违规动作**；
- 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镜已获得授权；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；
- 眼神带有**性挑逗、妩媚诱导倾向的**；
- “5.55 摆”舞蹈曲目**被永久列为涉黄违规内容，严禁发布；
- 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

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

平台更新及相关政策

- 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**.