



## Readly's Content Rules

Readly's mission is to support and promote quality content, while providing an open and safe platform for as many users in as many territories as possible.

The content we provide is not owned by Readly but by our third-party publisher clients with whom we enter into distribution agreements.

Our team of localised content specialists work with integrity and transparency to vet all content before it is accepted onto the platform. We want to ensure that it is relevant for our audience and in line with our ethical standpoints.

Content suppliers must comply with the following levels of requirements:

**Legal compliance:** All content needs to comply with local laws and regulations. The publisher has ultimate legal responsibility for the content they produce. All content must meet App Store and Google Play standards.

**Global reach:** Geo targeting means that we will restrict access to content between territories. For instance we will exclude the audience of countries that might be offended by certain topics from seeing content of this nature. Where relevant, any content that has geo targeting attached to it will not be recommended reading or used for marketing purposes.

**Distribution:** Our distribution agreement legally warrants that the publisher has obtained all the necessary rights for content distribution, and that all content is free of libellous, defamatory, unethical or unlawful material.

**Parental Controls:** It is our right to apply parental controls to any content that might include sensitive material that is not suitable for children. These titles will not be recommended reading or used for marketing purposes. It is the parent's responsibility to ensure that the parental controls feature is switched on in the app when creating a child's profile.

## Objectionable Content

### **Defamation & discrimination**

Defamatory, discriminatory, or mean-spirited content, including references or commentary about religion, race, sexual orientation, gender, national/ethnic origin, or other targeted groups that risks

humiliating, intimidating or placing in harms way a targeted individual or group. Professional political satirists and humorists are generally exempt from this requirement.

### **Violence**

Depictions that encourage illegal or reckless use of weapons and dangerous objects, or facilitate the purchase of firearms or ammunition.

Realistic portrayals of people or animals being killed, maimed, tortured, or abused, or content that encourages violence. "Enemies" within the context of a game cannot solely target a specific race, culture, real government, corporation, or any other real entity.

### **Nudity**

Overtly sexual or pornographic material, defined by Webster's Dictionary as "explicit descriptions or displays of sexual organs or activities intended to stimulate erotic rather than aesthetic or emotional feelings."

### **Extremism**

Inflammatory religious commentary or inaccurate or misleading quotations of religious texts. Far-leaning political standpoints that provoke extreme controversy, violence, racism, discrimination or exploitation.

## **Editorial Guidelines for Special Circumstances**

There are times when we make it our duty to pay extra attention to what content is promoted via CRM, Featured Articles and Social Media. This could include a crisis of conflict, war, terrorism, or natural disaster. We are a source of journalistic material and have a responsibility in promoting trustworthy and neutral content, especially during times where the spread of disinformation and misinformation can easily be exacerbated.

## **What happens to rule breakers?**

Our initial vetting system determines that any content that does not comply with our distribution agreement should not join the platform. In the instance that content is found to be in breach of Ready's content regulations, we will remove the title or relevant issue from the platform.

## **How can I report an issue?**

If you would like to report a piece of content, please email us at [contentqueries@readly.com](mailto:contentqueries@readly.com). Ready's Chief Content Officer is responsible for the content rules.