

**DRAFT — NOT LEGAL ADVICE — REQUIRES REVIEW BY A LICENSED ATTORNEY
BEFORE PUBLICATION**

Prepared for alaska-i.com. Not yet reviewed by counsel. Highlighted items in square brackets are placeholders. Remove this banner and every drafting note only after an attorney has approved the final text.

Acceptable Use Policy

Effective date: [EFFECTIVE DATE]

This Acceptable Use Policy (the “**Policy**”) sets the rules for using alaska-i.com and related services (the “**Services**”) operated by [OPERATOR LEGAL NAME] (“**we**,” “**us**,” or “**our**”). It is part of our Terms of Service, and terms defined there have the same meaning here. It applies to everything you do on the Services and to all User Content: listings, photos, résumés, reviews, profile information and anything else you submit.

1. General rules

When you use the Services you must:

- comply with all applicable federal, state and local laws, including consumer-protection, fair-housing, employment, licensing, tax, export-control and sanctions laws;
- be honest about who you are and what you are offering;
- post only content that you have the right to post; and
- treat other users, and our staff, with respect.

2. Prohibited content

Do not post, upload or send content that:

- is false, misleading or deceptive, including bait-and-switch pricing, fake listings, listings for items you do not have or are not authorized to sell or rent, and misleading photos;
- is fraudulent or part of a scam, including advance-fee, overpayment, fake-check, rental-deposit and job-offer scams, or requests for payment by gift card, wire transfer or cryptocurrency to an unknown person;
- infringes or misappropriates anyone's copyright, trademark, trade secret, patent, privacy or publicity rights, including photos copied from other listings or websites without permission;
- is defamatory, harassing, threatening, bullying or abusive, or incites violence;
- promotes hatred or discrimination on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, ancestry, age, disability, familial status, veteran status or any other characteristic protected by law;

- in housing listings, states or implies any preference, limitation or discrimination prohibited by the Fair Housing Act or state or local fair-housing laws;
- in job listings, discriminates unlawfully, describes a position that does not exist, requires applicants to pay a fee, buy products or pay for training, or is a disguised multi-level-marketing, pyramid or “work from home” scheme;
- is sexually explicit or pornographic, or offers or solicits sexual services;
- sexualizes, exploits or endangers minors in any way (we report apparent child sexual exploitation to the National Center for Missing & Exploited Children and law enforcement);
- promotes terrorism, violent extremism, self-harm or dangerous illegal activity;
- contains another person's personal information without their permission (for example, a phone number, home address or photo of someone other than you), or government-issued identification numbers, financial account numbers or similar sensitive data;
- contains malware, phishing links or links to sites that do;
- is spam: duplicate or repetitive listings, listings in the wrong category to gain visibility, keyword stuffing, chain letters, or unsolicited advertising in reviews or profiles; or
- impersonates any person or organization, or falsely suggests an affiliation with or endorsement by anyone, including us.

3. Prohibited items and services

You may not use the Services to offer, sell, rent, give away, request or promote:

- firearms, ammunition, firearm parts or accessories that are regulated by law (such as receivers, frames, silencers, conversion kits and high-capacity magazines where restricted), explosives, fireworks, or weapons whose sale or possession is restricted;
- controlled substances, marijuana and cannabis products (which remain illegal under federal law even where permitted by Alaska law), drug paraphernalia, prescription drugs, and products marketed with unlawful health claims;
- alcohol and tobacco or vaping products, unless the listing is by a business licensed to sell them and the sale complies with all age and delivery restrictions;
- stolen goods, counterfeit or replica goods, items with removed or altered serial numbers, and vehicles or equipment with falsified titles or odometer readings;
- recalled products that have not been repaired as the recall requires, and products banned by the U.S. Consumer Product Safety Commission;
- wildlife, wildlife parts or products whose sale is restricted by federal or Alaska law, including endangered or threatened species, migratory birds and their feathers and parts, and marine-mammal products, except where the sale is clearly lawful (for example, authentic Alaska Native handicrafts sold in compliance with the Marine Mammal Protection Act);
- wild game meat taken under a hunting, trapping or subsistence license, or fish taken under a sport or subsistence license, where state law prohibits its sale;

- items falsely represented as made by Alaska Natives or American Indians, in violation of the Indian Arts and Crafts Act;
- live animals offered for fighting, animals whose sale or ownership is prohibited by law, and animals offered in violation of animal-welfare laws;
- human remains, body parts, organs or bodily fluids;
- personal information, account credentials, or services to obtain them;
- government-issued documents, licenses, permits or identification, or services to forge them;
- lottery tickets, unlicensed gambling, raffles, or pyramid, Ponzi or multi-level-marketing schemes;
- financial products or services offered without a required license, including unlicensed lending, money transmission and investment offers;
- services that require a license, permit or registration (for example, real estate brokerage, contracting, guiding and outfitting, or commercial transportation) if you do not hold it; and
- anything else whose sale, advertising or possession is illegal where you or the buyer are located.

Where we provide a separate category for age-restricted but lawful products, listings in that category must comply with all age-verification and delivery rules and must not include sexually explicit images.

Drafting note: The marketplace currently has categories named “adult” and “medicines”. Counsel and the operator should decide whether they stay for alaska-i.com and, if so, what they may contain; the wording above assumes adult-only lawful products without explicit imagery and no prescription drugs. Also confirm the firearms, alcohol/tobacco and wildlife rules reflect current Alaska law and the operator's risk appetite.

4. Rules for particular listings

- **Real estate and rentals.** You must own the property or be authorized in writing to list it. Rentals must comply with local rules on short-term rentals, occupancy and safety, and with applicable taxes (such as local bed or sales taxes). Never ask a prospective tenant to pay a deposit or rent before they have seen the property or verified that you are authorized to rent it.
- **Vehicles.** You must have legal title or authority to sell the vehicle, disclose known material defects, salvage or rebuilt titles and outstanding liens, and give an accurate odometer reading.
- **Jobs.** Listings must be for real positions and state the employer's name or a genuine way to identify it. Pay must meet federal and Alaska wage laws.
- **Résumés.** Post only your own résumé. Do not include your Social Security number, date of birth, photo ID or health information.
- **Animals.** Comply with state and local laws on animal sales, vaccinations and licensing. Do not list animals that are too young to be separated from their mother.
- **Services.** Describe your qualifications truthfully and hold any license or insurance the law requires.

5. Reviews

Reviews must reflect your genuine, first-hand experience with the user you are reviewing. Do not post reviews of yourself, your business or your competitors; offer or accept payment, discounts or other benefits for reviews; post reviews on behalf of others; or threaten negative reviews to get something. Reviews must not contain personal information, profanity or content prohibited by Section 2.

6. Technical misuse

You must not:

- scrape, crawl or harvest data (including contact details) from the Services, or build databases or directories from them, except for search-engine indexing that respects our robots.txt;
- use bots, scripts or other automated means to create accounts, post or renew listings, reveal contact details, send messages or leave reviews;
- create multiple accounts to evade limits, bans or moderation, or use phone numbers that are not yours;
- circumvent, disable or interfere with security features, rate limits, verification or access controls;
- probe, scan or test the vulnerability of our systems, except under a written agreement with us;
- introduce malware or overload, disrupt or impair the Services or their infrastructure;
- frame or mirror the Services, or copy, modify, decompile or reverse engineer our software except as the law expressly allows; or
- use information obtained from the Services to send unsolicited messages, harass anyone or build marketing lists.

If you believe you have found a security vulnerability, please report it to [\[CONTACT EMAIL\]](#) and give us reasonable time to fix it before disclosing it.

7. Reporting violations

If you see content or conduct that breaks this Policy, email [\[CONTACT EMAIL\]](#) with the link to the listing or profile and a short explanation. For copyright complaints, follow the DMCA procedure in our Terms of Service. If you believe someone is in immediate danger, contact 911 or local law enforcement first.

8. What happens if you break this Policy

We decide in our reasonable judgment whether content or conduct violates this Policy. Depending on how serious the violation is and your history on the Services, we may:

- reject or remove the content, or require you to edit it;
- limit features, such as posting or revealing contact details;
- suspend or permanently close your account and refuse future registrations; and
- report the matter to law enforcement or other authorities, and cooperate with their investigations.

Paid features are not refunded when content is removed or an account is closed for violating this Policy or the Terms of Service.

9. Appeals

If you believe we removed content or took action against your account by mistake, write to [CONTACT EMAIL] within 30 days, with your username, the content concerned and why you think the decision was wrong. A person who was not involved in the original decision will review it where practicable, and we will let you know the outcome. Content may stay unavailable while we review the appeal.

10. Our role

We are not obligated to monitor User Content or users' conduct and do not guarantee that everything on the Services complies with this Policy. We are not responsible for content posted by users or for their actions. Taking action in one case does not oblige us to take the same action in another.

11. Changes and contact

We may update this Policy from time to time, as described in our Terms of Service. Questions about this Policy can be sent to [CONTACT EMAIL].