

Our Quality Assurance Guidelines is based on below parameters:

1. Develop a quality product

- Ensure you use your personal account while accessing App. Do not use Fake accounts or account belonging to non - existent person to falsify or hide identity. You may refer out **Authentication Standards, Prohibited Content Policy and Restricted Content Policy** for further details and clarification.
- We request that please keep a track to ensure you account is accurate, up to date and information disclosed pertains to you or with your consent.
- Ensure that your content in any manner is in adherence to our **Community Standards**
- You hereby agree that you shall strictly adhere our **Advertising Policy** in all manner and any non – adherence shall lead to discontinuation of business relationship of SUFFRAGE and you.
- We would request you to keep App, Content, Information, Product's information up to date. You are responsible for ensuring accuracy in disclosure of information. You hereby further agree to abide by provisions of **Consumer of Protection Act**. In case of any dispute, the same is subject to be reviewed by Dispute Resolution Officer and in accordance with Consumer Protection Act. If you are found guilty under consumer disputes, any loss or damage caused to SUFFRAGE / Open IND Networks LLP shall be indemnified by you and decision of continuation of business relationship shall solely with Management of SUFFRAGE.
- We would prefer you not to include promotional content in preface / front page of your App. (E.g. Sale, 40% Off)
- We would expect business ethics, integrity shall be ensured while conducting business on our platforms.
- Any feedback received from customer (irrespective of positive / negative) through our platform shall not be deleted unless consent has been obtained in writing from our Management.
- You follow instructions which are included in our SOP

- Apps with minimal utility that provide predictions, assessments, or similar outputs to the user, may not be allowed on Platform.

2. Give People Control

- You would respect the **Authentication Standards and Business Ethics** of obtaining prior consent of person before publishing any content on their behalf.
- You would respect protocols of Privacy which are already in existence in many countries as Data Privacy Rules. You agree to abide by **Data Privacy Policy** published **under Community Standards**.
- Compulsorily obtain consent of respective person before usage of said data in any kind of Advertisement irrespective on SUFFRAGE Platform or any other.
- Delete all of a person's data you have received from us if that person asks you to, unless you are required to keep it by law, regulation, or separate agreement with us. You may keep aggregated data only if no information identifying a specific person could be inferred or created from it.
- We obtain adequate consent and permission from people before using any technology that allows us to collect and process data about them. You may refer **Cookies Policy** to further understand about the same.
- Obtain consent from people before you give us information that you independently collected from them.
- If people come to your app from the SUFFRAGE App on iOS, give them an option to go back to the SUFFRAGE App by using the Back to SUFFRAGE banner provided.
- If people come to your app from the SUFFRAGE App on Anroid, give them an option to go back to the SUFFRAGE App by using the Back to SUFFRAGE banner provided.
- Provide adequate customer support and after sales service as per commitment.

3. Encouragement of use through right means

- Respect the modus operandi of SUFFRAGE, it's design and all elements which are covered under Intellectual Property Rights. Do not try any modification directly or indirectly.
- Respect our **Community Standards** we have placed in SUFFRAGE.
- Encourage people / community to accurately tag and share content by respecting **Community Standards**
- We do not allow any app on our platform which has direct or indirect intention is to direct people off to SUFFRAGE
- If you want to use our logo or brand name, you would need to adhere our **Terms of Use and Brand Guidelines**. Any non – compliance to the same is subject to legal action.
- If you are posting / sharing stories, ensure the same are crystal and clear (and not generic). It should serve the purpose and intention of sharing the same. Posting of logo, Watermark, Promotional Content in Story is not permissible.
- It is expected from your end that you will not transfer, sell, sub – lease or sub – contract our code / tool to anyone. It is strictly prohibited.

4. **Data Protection**

You may refer our Community Standards for further clarification or understanding of **Data Protection and Privacy** measures adopted by us. The below is indicate list (and not a complete list)

- Do not collect SUFFRAGE Username and Passwords
- Only use friend data (including friends list) in the person's experience in your app
- You would keep your Username and Password strictly private and confidential. We do not permit sharing of Passwords. In case if you are sharing with a person who is operating your account on your behalf (be it Advertiser / User), we understand you have executed Confidentiality Agreement with them and you understand consequences of Security Breach.
- You will not sell any data which is obtained on our platform

- You will not directly or indirectly transfer any data that has been received / obtained from our platform to any ad network, data broker or other advertising or monetization-related service. By “indirectly” we mean you aren’t allowed to, for example, transfer data to a third party who then transfers the data to an ad network.
- Do not put SUFFRAGE data in Search Engine or directory
- If you are acquired by Third Party or business restructuring such as Merger happens, you are permitted to use our platform and data for your App. You may refer **Privacy Policy** for further details and clarification.
- If you stop using Platform, promptly delete all user data you have received from us (absent explicit consent from people). You can keep Account Information if you have presented your privacy policy within your app
- Don't use data obtained from SUFFRAGE to make decisions about credibility or determination of financial standing of a person, including whether to approve or reject an application or how much interest to charge on a financing.
- Currently we will not include anything about Tools / Artificial Intelligence (basis our prior understanding)

5. Compliance to Law and Regulations

- Don’t provide or promote content that infringes upon intellectual rights of any third party which are protected by either Trademark, Copyright or Patent.
- You need to ensure that you own or secure all rights necessary to display, distribute and deliver all content in your app. Any falsification or mis-leading information is subject to discontinuation of business with you.
- You are responsible for ensuring adherence and compliance to applicable laws and regulations in terms of posting of content or running business or advertisement through our platform
- Satisfy all licensing, reporting and payout obligations to third parties in connection with your app

- Comply with all applicable laws and regulations in the jurisdiction where your app is available. Do not expose SUFFRAGE or people who use SUFFRAGE to harm or legal liability as determined by us in our sole discretion
- You agree to indemnify SUFFRAGE and hold us harmless from and against all damages, losses, and expenses of any kind (including reasonable legal fees and costs) related to any claim against us related to your service, actions, content or information

6. Advertisement

- Avoid excessive ads. Don't let ads distract from your app's functionality.
- You would comply with our **Advertisement Policy and conditions** mentioned therein
- If you use a third party ad provider to include ads in your app on SUFFRAGE, only use a provider from this list
- Don't use third-party ads (including for other apps) in posts, comments, notifications, requests, invites or messages.
- Do not include non - SUFFRAGE platform ads in your content while using our platform

7. Tech Providers

Data Collection and Usage of Data

- Only use an entity's data on behalf of the entity (i.e., only to provide services to that entity and not for your own business purposes or another entity's purposes)
- You will delete all of an entity's data you have received from us if that entity asks you to or if you stop providing services for that entity, unless you are required to keep it by law, regulation, or separate agreement with us.
- Don't allow other than authorized person to operate and use account / app
- You will not directly or indirectly transfer any data that has been received / obtained from our platform to any ad network, data broker or other advertising or monetization-related service. By "indirectly" we mean you aren't allowed to,

for example, transfer data to a third party who then transfers the data to an ad network.

Features

- For all Platform features (ex: APIs) you use as a Tech Provider, comply with the following:
- Don't combine group entities / multiple entities on SUFFRAGE platform within same account
- Ensure you are authorized to use platform feature (or services of SUFFRAGE)
- Don't enable separate entity to access User data unless separate agreement has been executed with us and within permissible use
- This policy does not prohibit you from charging for any of your other products and services unrelated to use of the Platform feature (or related SUFFRAGE Services).
- You will revoke entity's access to the Platform feature if we request it.

8. Login

- It is your responsibility to ensure integration of correctness of login
- Native iOS and Android apps that implement SUFFRAGE Login must use our official Software Development Kits for login.
- Request only the data and publishing permissions your app needs to provide a good user experience.
- Ask for a write permission only at a point when your app needs the permission
- You will not directly or indirectly transfer any data that has been received / obtained from our platform to any ad network, data broker or other advertising or monetization-related service. By "indirectly" we mean you aren't allowed to, for example, transfer data to a third party who then transfers the data to an ad network.

- Provide log out option which is easy to find
- In case of decline by User to grant you permission, you cannot prompt them again unless user indicate such intention

9. App Centre

App Detail and Description

Ensure following:

- Name correctness
- Description accuracy
- Grammar correctness
- Information accuracy
- Language correctness
- No usage of SUFFRAGE brand
- No use of excessive punctuation
- No non – standard symbols

Images

Ensure following:

- High quality images are used
- Images are relevant to App
- Ads not included
- URLs not included

Icons

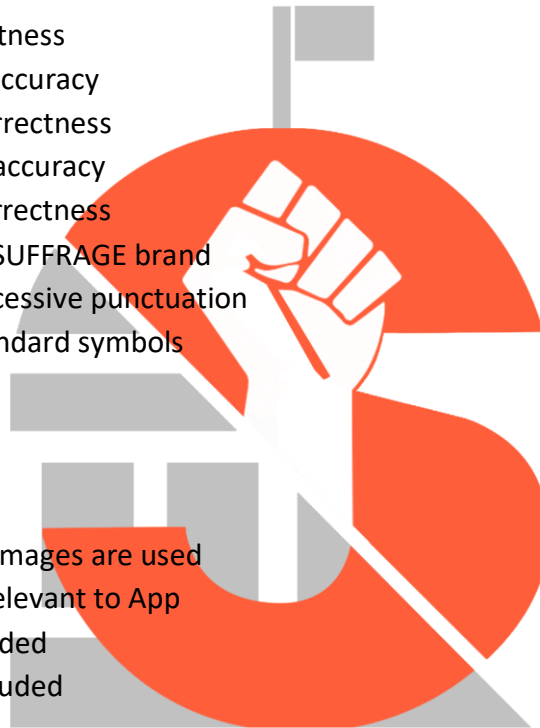
Ensure following:

- Usage of Transparency
- Usage of colored background
- In case of white background, use colored border

Banner

- Do not include Third Party images

Videos



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Ensure following:

- Display App name
- It should represent clear purpose of App
- It should portray accurate and relevant experience of App
- Video should be high quality
- Video should be of high resolution
- Video and Cover Image should be distinguishable

10. Open Graph

Open Graph actions:

- Do not recreate any action which is already in place and implemented
- Your object and action should be crystal and clear
- Ensure storyline is grammatically clear and correct
- English language is permissible for submission to us
- Privacy of person should be appreciated (e.g. Don't indicate a person's consumption, browsing, discovering, or viewing of content or Don't indicate a person has installed, visited, or connected to your app)
- Allow option to person to remove any content / stories

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11. Camera Platform

- You appreciate that any changes are not permissible after the same are approved.
- In case of any changes to be carried out, you would be required to submit a new and improved version for our review and approval. Post our approval, the same shall be put in place and implemented across.

- You hereby agree that you shall comply with **Camera Effect Policies**

12. Profile

- Do not include Commercial Content / Advertisement in Profile Photo or Video
- Do not include Logo / Watermark in Profile Photo or Video
- You would comply with guidelines mentioned herein above
- You would comply with Community Standard Guidelines
- Do not include Slideshows in Profile Photo
- Don't put a profile photo or video which does not reveal the correct identity

13. Things You Should Know

- We can analyze your Content, Intent of post and data for any purpose including Commercials. You may refer **Communication Standards.**
- We will use information we receive from you or in connection with your Platform integration in accordance with our **Data Policy**
- We can create or develop similar products under which you are operating
- We and our licensors reserve all right, title and interest, including all intellectual property and other proprietary rights, in and to all SDKs
- We can issue a press release describing our relationship with you.
- We may prohibit your use of any service provider in connection with your use of Platform.
- By using our platform, you agree that you will comply and adhere to our **Community Standards and Terms of Services (which serve as Rights and Responsibilities)**
- We can change any terms and conditions anytime without prior notice since our back end team is working on continuous process improvement. Your continuous

use is deemed acceptance to adhere our **Community Standards and Terms of Service**.

- Any notification / change which is essential shall be communicated over communication details provided by you at the time of Sign Up (Email / Phone or Both). It's your duty to check emails or messages received from (info@suffrage.in or SUFFRAGE)
- You may refer **Account Management Policy** for understanding of consequences of violation of our **Terms of Service and Community Standards**.
- We may use your logo, content and information including materials you share or post for marketing or promotional content
- Please refer Social Plug-Ins section for Social Plug In details
- You grant us and our affiliates a non-exclusive, transferable, sublicensable, royalty-free, worldwide license to host, use, distribute, modify, run, copy, publicly perform or display, translate, and create derivative works of, any data, content, and other information made available by you or on your behalf in connection with the Platform feature.
- We or an independent consultant as an auditor on our behalf may audit your app, systems, and records to ensure your use of Platform and data you receive from us is safe and complies with our Terms, and that you've complied with our requests and requests from people who use SUFFRAGE to delete user data obtained through our Platform. If requested, you must provide us with proof that your app complies with our terms. The Scope is defined in agreement executed.
- We or Third-Party Auditors may conduct an Audit, no more than once a calendar year unless there is a Necessary Condition, to ensure that you are in compliance with these Terms and all other applicable terms and policies.
- Audits will be conducted during normal business hours after providing you with at least 10 business days' written notice (email will suffice), unless we determine in our sole discretion a Necessary Condition requires more immediate access.
- You will cooperate with the Audits, including by (1) providing all necessary physical and remote access to your IT Systems and Records, and (2) providing

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information and assistance as reasonably requested (including making your personnel who are knowledgeable

- You will also use commercially reasonable efforts to get permission and cooperation from your Service Providers for us to conduct such Audits with respect to their IT Systems, Records, and applicable personnel
- You will remedy any non-compliance revealed by an Audit as soon as reasonably practicable (as we determine based on the facts and circumstances), after which we may conduct follow-up Audits to ensure proper remediation of the non-compliance
- If an Audit reveals any non-compliance by you or your Service Provider(s) then you will reimburse us for all of our reasonable costs and expenses associated with conducting the Audit and any related follow-up Audits
- After the end of contract or terms our right of audit shall be surviving for a reasonable period of 1 year or as per requirement of regulations whichever is higher and you shall abide with such provisions. The findings (if any) noticed subsequently shall be binding on both the parties and all above provisions w.r.t. audit shall be applicable in referred case also.
- We don't guarantee that SUFFRAGE platform shall always be free of cost

14. Marketing Platform

- Follow our instructions notified in **Platform Policy and Community Standards and Guidelines.**
- If you are engaged in any business activity, you hereby confirm and agree that you shall adhere Regulatory and Statutory requirements as per Legislations. We shall not be liable for any of non – compliance from your end.
- In case of any business loss / brand loss suffered to SUFFRAGE / Open IND Networks, you shall indemnify the same. In case where due to usage of our platform, we are liable audit for the same shall be carried out by independent consultant / auditor appointed by us.

15. Commerce Platform

- Follow our instructions notified in **Platform Policy and Community Standards and Guidelines.**
- If you are engaged in any business activity, you hereby confirm and agree that you shall adhere Regulatory and Statutory requirements as per Legislations. We shall not be liable for any of non – compliance from your end.
- In case of any business loss / brand loss suffered to SUFFRAGE / Open IND Networks, you shall indemnify the same. In case where due to usage of our platform, we are liable audit for the same shall be carried out by independent consultant / auditor appointed by us.
- You agree to adhere clauses of agreement and compliance to terms and conditions as per executed contract with you. Any non - compliance is subject penal provisions or discontinuation of business depending upon non - compliance.

