

# *PhilApp / PhilSocial Platform Policies and Procedures*

## **1. Introduction**

- These Policies and Procedures outline the standards and expectations for users of the PhilApp/PhilSocial platform. They are intended to create a safe, respectful, and positive environment for all members. By using our platform, users agree to these terms and the enforcement policies outlined here.

## **2. Privacy Policy**

- **Data Collection:** We collect personal information to enhance user experience, including account setup, engagement metrics, and browsing data. Detailed information on what data we collect and how it's used is available in our [Privacy Policy](#).
- **Data Usage:** Personal data is used to improve platform functionality, personalize content, and deliver targeted advertisements (if applicable). We will not sell personal information without user consent.
- **Data Protection:** We use encryption, access controls, and periodic audits to ensure personal data security and comply with applicable data protection regulations (e.g., GDPR, CCPA).

## **3. Acceptable Use Policy**

- **Community Standards:** Users are encouraged to interact respectfully. Harassment, hate speech, and discriminatory content are strictly prohibited. The following behaviors are not tolerated:
  - Bullying or harassment of any kind.
  - Posting harmful, obscene, or illegal content.
  - Promoting violence or misinformation.
- **Content Ownership and Intellectual Property:** Users retain ownership of content they post, but by posting, they grant PhilApp/PhilSocial a license to use, distribute, and display content as outlined in the Terms of Service.
- **Prohibited Activities:** Users are prohibited from engaging in:
  - Automated data scraping or data harvesting.
  - Attempts to hack or reverse-engineer the platform.
  - Use of the platform for illegal activities, including fraud, scams, or identity theft.

## **4. Account Security and Management**

- **Account Protection:** Users are responsible for keeping their login credentials secure. We recommend strong passwords and enabling two-factor authentication (2FA) when available.

- **Reporting Security Concerns:** If users suspect unauthorized access or security breaches, they should immediately report it to our support team for investigation.
- **Suspension or Termination:** Accounts found violating platform policies may be suspended or permanently banned without prior notice. Repeat offenders may be permanently banned.

## 5. Content Moderation Policy

- **Moderation Process:** Our moderation team reviews flagged content within 24-48 hours. We employ both automated tools and human moderators to enforce policies.
- **Flagging and Reporting:** Users can flag inappropriate content or behavior by clicking the “Report” button. Our team will investigate reports and take appropriate action based on our policies.
- **Appeals Process:** Users whose content is removed or accounts are suspended may submit an appeal through our support portal. Appeals are reviewed within 7 business days.

## 6. Advertising and Sponsorship Policy

- **Ad Placement and Revenue Generation:** PhilApp/PhilSocial generates revenue through advertisements strategically placed throughout the platform. Ads may appear in various forms, including in-feed posts, banner ads, sponsored content, and targeted ads based on user engagement and preferences. Revenue from ads supports platform development, user rewards, and community initiatives, aligning with our commitment to responsible and transparent monetization.
- **Sponsored Content and Advertorials:** Sponsored posts and advertorial content must be explicitly marked as such to maintain transparency. PhilApp/PhilSocial reserves the right to review all advertisements and may decline or remove ads that do not align with our community standards or ethical guidelines.
- **User Privacy in Advertising:** To deliver a personalized experience, PhilApp/PhilSocial may use user engagement data (e.g., likes, shares, and interactions) to improve ad relevance. This is done in compliance with our Privacy Policy and applicable data protection laws (e.g., GDPR). We do not sell user data to third parties; advertisers do not have access to user-specific data beyond aggregate insights provided by our analytics.
- **Ad Revenue Sharing and Influencer Sponsorships:** To encourage community involvement, eligible influencers and creators may earn revenue shares through sponsorships and partnerships. PhilApp/PhilSocial evaluates these partnerships to ensure consistency with our values and impact-driven mission, offering influencers revenue-sharing options based on engagement metrics, ad performance, and audience reach.
- **User Protection from Invasive Ads:** We prioritize user experience by limiting ad volume per session and avoiding invasive or disruptive ad types (e.g., pop-ups).

Advertisements are optimized for relevance and tailored to user interests to balance platform monetization with a seamless browsing experience.

- **Ethics and Compliance with Advertising Standards:** PhilApp/PhilSocial adheres to USA advertising standards, including guidelines set by the Federal Trade Commission (FTC) and comparable global standards, to prevent misleading, inappropriate, or deceptive advertising. Advertisers must comply with all applicable regulations and submit advertising materials that meet our standards for accuracy, transparency, and quality.
- **Revenue from PhilApp/PhilSocial Marketplace:** For ads within the PhilApp/PhilSocial marketplace, a commission-based revenue model applies. Sellers and service providers are required to adhere to our marketplace guidelines, ensuring a secure and trustworthy transaction environment for users.
- **Advertising Disputes and Resolution:** Users can report ads they find offensive, inappropriate, or deceptive by using the “Report Ad” feature. Our moderation team reviews reported ads within 48 hours, with the right to suspend or ban advertisers who violate policies. In cases where ad-related disputes arise, PhilApp/PhilSocial will mediate and provide transparent resolutions in compliance with our standards.

## 7. Reward and Engagement Program

- **Eligibility for Rewards:** Users are eligible for rewards based on engagement metrics (minimum 45 minutes per day, posting requirements, and active network participation as outlined in our Rewards Policy).
- **Reward Distribution:** Rewards are distributed monthly, with users being notified of their status through their PhilApp/PhilSocial wallet.
- **Misuse of Rewards:** Any misuse of engagement metrics to game the rewards system (e.g., creating fake accounts, bot traffic) will result in account suspension.

## 8. Data Retention and Deletion

- **Data Retention:** Personal data is retained as long as the account is active. Users may request data deletion, and we will remove all associated data within 30 days.
- **Right to Erasure:** Users may submit a “right to be forgotten” request via our support team. Once processed, we will erase all associated data permanently.

## 9. Legal Responsibilities

- **Global Compliance:** The PhilApp/PhilSocial platform operates globally and abides by applicable laws and regulations, including those established in the United States. Users are responsible for complying with local laws in addition to platform policies, especially concerning content, privacy, and digital interactions.
- **User Content and Intellectual Property:** PhilApp/PhilSocial respects the intellectual property rights of others and expects users to do the same. Unauthorized use, distribution, or reproduction of copyrighted material is prohibited. Users agree not to infringe upon

copyrights, trademarks, or any other proprietary rights of third parties when posting or sharing content.

- **Data Protection and Privacy Standards:** In compliance with USA data protection guidelines and international standards such as the GDPR, PhilApp/PhilSocial ensures robust security measures to protect user data. Users can exercise rights concerning personal data, such as access, deletion, and modification requests, in alignment with the laws of their respective countries.
- **Prohibited Activities:** Users are prohibited from engaging in any activities on the platform that violate applicable laws or regulations. This includes, but is not limited to, fraudulent behavior, identity theft, hacking attempts, or any form of abuse.
- **Adherence to Financial and Advertising Regulations:** All transactions, advertisements, and financial activities on the platform are conducted under USA regulatory standards. Advertisers and sponsors must ensure their content complies with Federal Trade Commission (FTC) guidelines and any applicable international advertising regulations.
- **Reporting and Enforcement:** PhilApp/PhilSocial cooperates with international law enforcement agencies to maintain a safe platform. Users agree that PhilApp/PhilSocial reserves the right to report any illegal activity to appropriate authorities and provide necessary information when required by law.
- **Jurisdiction:** PhilApp/PhilSocial operates under USA jurisdiction. In the event of legal disputes, users acknowledge that USA laws may apply, while their local laws remain applicable to specific aspects of usage.
- **Policy Revisions:** PhilApp/PhilSocial reserves the right to modify these policies and procedures at any time. Users will be notified of substantial updates via email or through platform announcements.
- **User Agreement:** Continued use of the platform after updates constitutes agreement to revised policies.

## 11. Contact and Support

- **Customer Support:** Users can reach customer support for questions or policy clarifications through [contact details].
- **Feedback and Suggestions:** We welcome user feedback to improve our policies and procedures. Suggestions can be submitted via our feedback form or emailed to [support email].

# *PhilApp/PhilSocial Rewards Policy*

## 1. Overview

- The PhilApp/PhilSocial Rewards Program incentivizes genuine user engagement that supports community growth, promotes positive interactions, and aligns with our mission of meaningful connectivity. This policy outlines the eligibility criteria, prohibited activities, and enforcement practices to prevent abuse, manipulation, and misuse of rewards.

## 2. Eligibility Criteria for Rewards

- Users must meet the following requirements to qualify for daily rewards:
  - **Engagement Time:** A minimum of 45 minutes of active engagement on the platform within a 24-hour period.
  - **Content Contribution:** A minimum of 5 posts or comments, contributing meaningful content that aligns with community standards.
  - **Social Network:** A minimum of 50 active connections (friends or family members) who actively engage on the platform.
  - **Community Engagement:** A minimum of 2 shares of other users' posts per week.
  - **Profile Requirements:** Users must have an active cause listed in their profile and an established PHL wallet.

## 3. Prohibited Activities and Violations

- To maintain the integrity of the Rewards Program, the following activities are strictly prohibited:
  - **Bot Activity and Automated Engagement:** Any form of automated engagement, including bots, scripts, or other third-party automation tools, is prohibited. Users found employing automated methods to simulate engagement, posting, or interaction will have their accounts immediately suspended, and rewards will be revoked.
  - **Content Manipulation:** Users are prohibited from artificially inflating engagement through duplicate accounts, click-farming, or engagement groups that attempt to game the rewards system. Any detected instances of engagement manipulation will result in a warning or suspension, and accumulated rewards will be forfeited.
  - **Explicit or Inappropriate Content:** Users posting explicit, obscene, or prohibited content to meet engagement metrics will face immediate suspension. Rewards will not be granted, and repeated offenses may result in a permanent ban from the platform.
  - **False Reporting:** Users are prohibited from falsely reporting other users' content as inappropriate to disrupt competitors in the rewards program. Such activity will result in the suspension of rewards eligibility for a period determined by the platform's moderation team.

## 4. Content Quality Standards

- Eligible content must comply with community guidelines, which prohibit:
  - Hate speech, harassment, and abusive language.
  - Explicit sexual content, violent media, and harmful misinformation.
  - Posts that do not add value to discussions or are deemed “spammy” or redundant by moderators.
- Content flagged by users or moderators as low quality, inappropriate, or abusive will result in withheld rewards. Consistent posting of non-compliant content can lead to temporary or permanent rewards ineligibility.

## 5. Detection and Prevention Mechanisms

- **AI and Manual Monitoring:** PhilApp/PhilSocial utilizes advanced AI tools and a dedicated moderation team to detect suspicious activity patterns associated with bots, automation, and artificial engagement. Anomalous activities trigger automatic reviews, and accounts found in violation may be subject to rewards suspension or permanent ineligibility.
- **Randomized Engagement Validation:** To prevent manipulation, PhilApp/PhilSocial reserves the right to introduce randomized engagement validation checks. Users may be required to complete CAPTCHA or similar validation steps to verify authenticity.
- **Network Authenticity Checks:** The platform monitors the authenticity of user connections to prevent “fake” or inactive accounts from inflating engagement metrics. Connections deemed inactive or suspicious may be removed from users’ networks, potentially impacting eligibility.

## 6. Enforcement and Penalties

- **Warnings and Suspensions:** Users engaging in prohibited activities will receive an initial warning. Continued violations will result in a temporary suspension of rewards eligibility. Repeated offenses may lead to a permanent ban from the Rewards Program.
- **Reward Forfeiture:** Accumulated rewards from accounts found in violation of the Rewards Policy will be forfeited. In cases of severe abuse, previously earned rewards may also be reclaimed.
- **Appeals Process:** Users may appeal enforcement actions through the support team. Appeals are reviewed within 7 business days. If the appeal is successful, eligibility will be reinstated, but any rewards from the violation period may still be withheld.

## 7. Policy Updates

- PhilApp/PhilSocial reserves the right to update the Rewards Policy to adapt to emerging threats, user feedback, and platform improvements. Users will be notified of significant updates through announcements on the platform.

## 8. User Responsibility and Agreement

- By participating in the PhilApp/PhilSocial Rewards Program, users agree to adhere to this Rewards Policy. Users accept that any actions in violation of the policy may lead to penalties, including loss of rewards, account suspension, and, in severe cases, permanent ineligibility.

