



Magnifi

Acceptable Use Policy

All capitalized terms not otherwise defined have the meanings given to them in the Terms of Use (the “Terms”) of MindShare Technologies Inc., doing business as Magnifi.

All use of the Application and the Services and all knowledge services or other services or information or content posted, listed or otherwise provided by a Magnifi user (each, a “User”) must adhere to this Acceptable Use Policy, the Terms as well as Magnifi’s other terms and conditions as posted through the Application or Services. In connection with using or accessing the Application and Services, User agrees not to perform or engage in any actions from the following non-exhaustive list of prohibited actions:

- Posting, listing or otherwise giving out Personal Information (as defined in our Privacy Policy), including, but not limited to, contact information, or banking information (e.g. social insurance number, bank account number) to another User;
- Requesting payment outside of the Application or Services;
- Providing, posting or listing content or providing knowledge services that violate(s) local, state, provincial, federal, foreign or international law;
- Providing, posting, listing, or uploading content or providing knowledge services that could be considered to be intimidating, threatening, bullying, stalking, harassment, obscene, derogatory, indecent, discriminatory, hate speech, defamatory, libelous, harmful, dangerous, supporting dangerous organizations or that otherwise could adversely affect any individual, group or entity;
- Providing, posting, listing, or uploading content or providing knowledge services that include(s) nudity, self-injury, sexual content, attacks on public figures, sexual violence or exploitation, bomb making information, gambling, drug use or guidance, or pornography;
- Sending unsolicited bulk messages (spam) via any means, including, but not limited to, email, instant messenger services, and newsgroup postings;
- Engaging in deceptive or fraudulent practices;
- Providing, posting, listing, or uploading content or providing knowledge services that infringe(s) or violate(s) the intellectual property rights or any other rights of anyone else, including Magnifi;

- Providing any investment or other financial advice;
- Providing, posting, listing, or uploading content or providing knowledge services that are likely to adversely affect Magnifi's reputation;
- Providing, posting, listing, or uploading content or providing knowledge services that implicitly or explicitly give the impression that such content or services represent the views and beliefs of Magnifi without Magnifi's explicit prior approval;
- Breaching or circumventing any laws, third-party rights or Magnifi's systems, policies, or determinations of User's account status;
- In the case of Experts, failing to deliver knowledge services, unless for a reason as set out in a Magnifi policy;
- Transferring User's information to another party or taking any action that jeopardizes the security of User's account or information or anyone else's (such as allowing someone else to log in to the Application or the Services as User);
- Using any robot, spider, scraper, or any other means, manual or automated, to access the Application or the Services for any purpose;
- Circumventing or disabling any technical measures Magnifi uses to provide the Application or the Services, including, but not limited to, violating the security of any computer network, or cracking any passwords or security encryption codes;
- Reproducing, performing, displaying, distributing, reverse engineering, or preparing derivative works from content that belongs to or is licensed to Magnifi, or that comes from the Application or the Services and belongs to another User or to a third party including works covered by any copyright, trademark, patent, or other intellectual property right, except with prior express permission of Magnifi and/or any other party holding the right to license such use;
- Decompiling, reverse engineering, or otherwise attempting to obtain the source code or underlying idea or information of or relating to the Application or the Services;
- Intentionally distributing viruses, worms, Trojan Horses, corrupted files, hoaxes, or other items of a destructive or deceptive nature;
- Posting, listing or otherwise offering adult, erotic or sexual services of any kind;
- Establishing an account under a false name;

- Establishing a new account if your account is deactivated, suspended or otherwise terminated by Magnifi for any reason;
- Accessing or assisting anyone in gaining unauthorized access to another User's account;
- Using the Services to engage in illegal activities, promote dangerous or illegal acts or promote any products, services, or information intended to assist other Users in circumventing the law or avoiding detection of illegal activity;
- Providing, posting, listing or uploading content that exploits children, such as child pornography (including cartoon child pornography) or content that presents children in a sexual manner. Any attempt to use the Application or Services to sexualize or exploit minors, including voyeurism, will be taken very seriously and will be reported to authorities when appropriate; or
- Promoting business models designed to create artificial user traffic.

In addition, Users are required:

- If offering a variety of knowledge services, to make best efforts to bundle all related or overly similar knowledge services together in one advertisement. If each knowledge service is very distinctive – such as carpentry versus plumbing – then individual ads are acceptable.
- To refrain from replying to knowledge services advertisements for personal reasons or for solicitation of any sexual or otherwise inappropriate purposes. Such actions may result in a loss of ability to use the Application or the Services.
- To report to Magnifi any attempted fraud, suspicious emails, or other activities by other Users which violate this Acceptable Use Policy.
- To report to Magnifi any misuse of the Application or the Services, misconduct or unwanted contact or any other use of the Application or the Services in contravention of this Acceptable Use Policy.
- To be at least 18 years of age, or the age of legal majority in User's jurisdiction (if higher than 18).
- In the case of Experts, ensure that the knowledge services and other content promoted in Expert's listing complies with all applicable laws and regulations.

If the legal status of a product or service offered by an Expert is unclear, Magnifi reserves the right to prevent listings from being served through the Application or the Services. Examples of

illegal content include: underage or non-consensual sexual content, prostitution, hacking software or instructions, prohibited drugs and promoting harm towards endangered species.