

Content Moderation Guidelines

Effective Date: 3rd May 2025

Company: AI Property Portal LTD

Email: support@propertyportal.ai

These Content Moderation Guidelines explain how AI Property Portal LTD manages user-generated content and interactions on PropertyPortal.ai to maintain a safe, professional, and legally compliant platform. All users are required to follow these standards when posting, uploading, or sharing content on our platform.

1. Scope of Moderation

Content moderation applies to any data, input, uploads, comments, messages, or material submitted to the PropertyPortal.ai platform, including:

- Property descriptions or reports
- Feedback or support tickets
- Profile or business information
- Uploaded documents or images
- Any content generated via integrations or AI-based tools

2. Prohibited Content

The following types of content are strictly prohibited and will be removed:

- **Illegal content:** Anything that violates UK law or applicable international laws
- **Hate speech:** Racist, sexist, homophobic, or otherwise discriminatory or abusive content
- **Harassment:** Targeted abuse, bullying, threats, or intimidation
- **Spam or advertising:** Unsolicited promotion, marketing, or repetitive messaging
- **Misinformation:** Intentionally false or misleading content relating to properties, valuations, legal status, or market activity
- **Violent or graphic content:** Depictions or descriptions of violence, abuse, or harmful acts

- **Malicious content:** Viruses, malware, or any content that disrupts the platform
- **Personal data:** Unauthorized sharing of sensitive or personal information of others

3. AI-Generated Content

Users are responsible for ensuring that any content created or shared using AI tools on the platform complies with these guidelines. AI outputs that promote misleading conclusions, biased analysis, or unauthorized disclosures are subject to review and removal.

4. Moderation Process

We use a combination of automated systems and human moderators to identify, review, and take action on flagged content.

- **Flagging:** Users can report content they believe violates these guidelines
- **Review:** Reported content is reviewed by our moderation team
- **Action:** We may remove content, issue warnings, or suspend/terminate accounts based on severity and frequency of violations

5. User Responsibilities

By using PropertyPortal.ai, you agree to:

- Refrain from posting prohibited content
- Act respectfully and professionally in all communications
- Use the platform only for its intended purpose
- Report any content or behavior that violates these guidelines

6. Appeals Process

If you believe content has been removed or your account restricted in error, you may contact us at support@propertyportal.ai. We will review your case and provide a response within **14 business days**.

7. Updates to These Guidelines

AI Property Portal LTD reserves the right to modify or update these Content Moderation Guidelines at any time. Changes become effective upon posting. Continued use of the platform constitutes acceptance of the updated policy.