



CONTENT TERMS & RESTRICTIONS

In the interest of ensuring everyone has a great experience using Krafty Goat we do not permit Personalised Products to include any content or material which:

- (a) infringes anyone's IP (see below the definition in section 11). In particular, you must ensure that you either own the IP in the Customer IP that you wish to include in a Personalised Product or that you have permission from the IP owner to include that Customer IP in the Personalised Product;
- (b) contravenes any applicable law (including, without limitation, any criminal law) or regulation;
- (c) is false, inaccurate, misleading, offensive, abusive, threatening or defamatory, or that might cause needless annoyance, inconvenience or distress to any person;
- (d) misrepresents identity or impersonates any person;
- (e) includes personal data about another person, such as their address, phone number, or email address, except with the written approval of that person;
- (f) is pornographic, obscene, indecent or offensive, has sexual connotations, which promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age, or that may incite hatred or violence against any person or group;
- (g) may harass, upset, embarrass or alarm any person;
- (h) gives the impression that it originates from or has been approved by us, our partners and licensors, whether by reference to our/their name or otherwise;
- (i) may violate the integrity and reputation of our name, and the names of our partners and licensors;
- (j) advocates, promotes or assists any unlawful act;
- (k) includes or makes reference to illegal drugs; or
- (l) makes reference to politicians' names and/or political statements.