

Creator Code of Conduct

Effective Date: 24.02.2025

At SWAI, we are committed to fostering a professional, ethical, and supportive environment for all creators. This Creator Code of Conduct outlines the standards and principles that guide creators in their work on our platform. By adhering to these guidelines, creators contribute to a positive and trustworthy community that benefits everyone involved.

Our Values

Our Code of Conduct is built on the following core values:

1. **Innovation:** We encourage creative thinking and collaboration to drive best practices and uphold high standards.
2. **Honesty:** We prioritize integrity, transparency, and ethical behavior in all interactions.
3. **Empathy:** We care about the well-being of our creators and strive to create a supportive working environment.
4. **Balance:** We value efficiency while ensuring the well-being and satisfaction of our creators.
5. **Teamwork:** We foster a spirit of collaboration and mutual support among all creators on the platform.

1. Ethical Content Creation

Creators are expected to produce content that is ethical, respectful, and promotes positive messages. Content must not include:

- Hate speech, discrimination, or harassment.
- Offensive language or harmful topics.
- Any material that violates the dignity or rights of others.

Creators should foster an inclusive and respectful environment, both in their content and in their communication on the platform.

2. Transparency and Truthfulness

2.1 Authenticity and Transparency

- Creators must clearly disclose sponsored content, promotions, and partnerships in accordance with legal guidelines and platform requirements.
- Transparency builds trust with audiences and maintains the credibility of creators, brands, and the platform.

2.2 Accuracy and Truthfulness

- Creators must provide accurate and truthful information in their content.
- If uncertain about any information, creators should verify it with the brand or platform before publishing.

- Misleading or false claims can damage the reputation of creators, brands, and SWAI.

3. Protection of Minors and Informed Consent

- Creators must obtain written consent from parents or legal guardians before featuring minors in their content.
- Creators should be aware of the potential risks associated with involving minors, including privacy concerns, online safety, and psychological well-being.
- Appropriate measures must be taken to safeguard minors and ensure their well-being at all times.

4. Compliance with Laws and Regulations

- Creators must comply with all relevant laws and regulations, including advertising standards, data protection laws, and industry-specific rules.
- If a creator is under prosecution or has received a verdict that may harm the reputation of a brand, they must disclose this to the brand before accepting a campaign or project.
- Creators are expected to maintain a good reputation and act in a manner that upholds the integrity of the platform.

5. Respect for Intellectual Property

- Creators must respect copyright laws and intellectual property rights.
- Only content (e.g., images, videos, music) that creators have the rights to use or have obtained proper permissions for may be included in their work.

6. Disclosure of Conflicts of Interest

- Creators must honestly disclose any conflicts of interest that may influence their content, such as financial interests, personal relationships, or affiliations with brands.
- Disclosure is required when necessary for a campaign or by law.

7. Confidential Information

- Creators must maintain confidentiality and uphold trust in their collaborations.
- Any confidential information shared by SWAI or a brand must be handled with care and not disclosed to third parties without explicit consent.

8. Monitoring and Reporting

- SWAI has procedures in place to monitor compliance with this Code of Conduct and platform terms.
- Violations of the Code of Conduct may result in the termination of collaborations or removal from the platform.
- Creators are encouraged to report any violations or concerns through the following channels:

- Help Chat: For general platform-related questions or concerns.
- Email: hi@swai.social

How We Support Creators

At SWAI, we are committed to helping creators succeed by providing the support they need to adhere to this Code of Conduct. Support is available through:

- Help Chat: For general platform-related assistance.
- Help Center: Located on the platform for self-service resources.

Our Commitment to Brands

We hold our partner brands to the same high standards we expect from creators. Our terms and guidelines ensure that:

- Brands respect the rights and well-being of creators.
- Collaborations are conducted in a transparent, respectful, and ethical manner.
- All parties involved can thrive in a community built on integrity and professionalism.

Conclusion

By adhering to this Creator Code of Conduct, creators contribute to a positive and trustworthy environment on SWAI. Together, we can build a community that values innovation, honesty, empathy, balance, and teamwork.

For questions or concerns, please contact us at hi@swai.social.