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We are always trying to improve our Services. That means we may add or remove our Services, features, functionalities, and the support of certain devices and platforms. Our Services may be interrupted, including for maintenance, repairs, upgrades, or network or equipment failures. We may discontinue some or all of our Services, including certain features and the support for certain devices and platforms, at any time without notice. Events beyond our control may affect our Services, such as events in nature and other force majeure events.

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18. User Generated Content Policy.

Non-compliance to these policies will lead to the takedown of content, and potential account suspension and/or termination. We utilise a user generated reporting to moderate content on the Software platform. Any non-compliance of these policies can be reported to this email address: report@estatemate.co.za

- a) **Personal and Confidential Information**: We do not allow the sharing of a private person's confidential and/or personally identifiable information (e.g. medical records or financial information).
- b) **Harassment and Bullying**: We do not allow content that sends messages intended to harass, bully, or physically or sexually threaten others.
- c) **Sexually Explicit Content**: We do not allow content that features explicit sexual imagery primarily intended to cause sexual arousal. Software is not a platform for adult content. Any adult content posted will be taken down, and the user profile will be suspended and/or terminated.
- d) **Graphic Violent Content**: We do not allow content that incites or glorifies violence. We also do not allow graphic or violent materials for the sake of disgusting others.
- e) **Hateful Content**: We do not allow content that promotes violence or harassment against an individual or group based on ethnic origin, race, political affiliation, trade union membership, religion, disability, gender, age, veteran status, sexual orientation, or gender identity.
- f) **Medical Advice**: We do not allow content primarily aimed at providing medical advice, diagnosis or treatment.
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- h) **Deceptive Practices**: We do not allow content or accounts that impersonate any person or organization, or that misrepresent or conceal their ownership or primary purpose. We do not allow content or accounts that engage in inauthentic or coordinated behaviour activity that misleads users. This includes, but isn't limited to, content or accounts that misrepresent or conceal their country of origin or direct content at users in another country under false premises. This also includes content or accounts working together in ways that conceal or misrepresent information about their relationships or editorial independence.



- i) **Spam and Malware**: We do not allow excessive repetitive, duplicate, or unoriginal content, misspellings, grammatical errors, or gimmicky character use. We do not allow links to malware, viruses, or other harmful software.
- j) Useful Content: Software aims to provide a platform to create useful content for the users. We do not allow content that is offensive, spammy (content which would be considered spam: unsolicited marketing, jokes, medical advice/opinions etc.) or adds no value to the users on the platform. Any meaningless content will eventually be taken down by our system.
- k) Ads and Sponsored Content: Advertising and other paid promotional material on your pages should not exceed your content. We do not allow content that conceals or misrepresents sponsored content as independent, editorial content. Sponsorship, including, but not limited to, ownership or affiliate interest, payment, or material support, should be disclosed to readers. The subject of sponsored content should not focus on the sponsor without clear disclosure.
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