

# APP UNIVERSA

## Platform Content Policy — Version 1.0

Effective Date: May 21, 2026

Policy URL: <https://www.appuniversa.com/content-policy>

This Content Policy governs all content published, listed, uploaded, or otherwise made available on the App Universa platform and any of its applications, including but not limited to the Access event and ticketing application. This policy applies to all users, including event organizers, merchants, service providers, attendees, and general visitors.

This Content Policy is incorporated into and must be read together with the App Universa Global Terms of Service (<https://www.appuniversa.com/terms>) and the Global Privacy Policy (<https://www.appuniversa.com/privacy-policy>). Capitalized terms not defined here have the meanings given to them in those documents.

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### 1. Our Platform Standards

App Universa is a family-inclusive, community-oriented platform committed to providing a safe, lawful, and dignified environment for all users. We operate applications that serve event discovery, ticketing, and related services. We hold all content published on our platform to the following core standards:

- Content must be lawful under the laws of the Republic of the Philippines and, where applicable, the laws of the jurisdiction in which the content originates or is directed.
- Content must be accurate, honest, and not misleading to users or to App Universa.
- Content must respect the dignity, privacy, and rights of all individuals.
- Content must be appropriate for a general adult audience and must not be sexually explicit, graphically violent, or otherwise harmful.
- Content must not promote, facilitate, or glorify illegal activity, substance abuse, exploitation, or harm to any person or group.

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### 2. Prohibited Content — Absolute Prohibitions

The following categories of content are strictly prohibited across all App Universa applications under all circumstances. Content falling into any of these categories will be removed immediately upon detection and the responsible account will be subject to immediate termination:

#### 2.1 Sexually Explicit and Adult Content

App Universa strictly prohibits all sexually explicit, pornographic, or adult content. This includes but is not limited to: nudity presented in a sexual context; explicit sexual acts or descriptions; content designed to solicit sexual services; and any content that sexualizes individuals in any way. App Universa is not an adult content platform and does not permit any category of adult content under any circumstances, regardless of claimed artistic or educational intent.

#### 2.2 Content Exploiting or Endangering Minors

App Universa has a zero-tolerance policy for any content that exploits, endangers, sexualizes, or harms minors in any way. This includes child sexual abuse material (CSAM), grooming content, content designed to facilitate access to minors for exploitative purposes, and any other content that puts minors at risk. All such content will be immediately removed and reported to appropriate authorities including the Philippine National Police and relevant international agencies.

### **2.3 Illegal Drugs and Controlled Substances**

Content that promotes, advertises, facilitates, or glorifies the use, sale, manufacture, or distribution of illegal drugs, controlled substances, or drug paraphernalia is strictly prohibited. This applies to all substances classified as illegal or controlled under Philippine law and applicable international conventions.

### **2.4 Prostitution and Human Trafficking**

Content that promotes, advertises, facilitates, or is connected to prostitution, sexual exploitation, human trafficking, or any form of modern slavery is strictly prohibited. App Universa will report any such content to the Philippine Inter-Agency Council Against Trafficking (IACAT) and other appropriate authorities.

### **2.5 Violence and Dangerous Content**

Content that depicts, promotes, glorifies, or facilitates graphic violence, threats of violence, self-harm, or harm to others is strictly prohibited. This includes content that provides instructions for harmful acts, content that promotes terrorist activities, and content designed to incite violence against any individual or group.

### **2.6 Hate Speech and Discriminatory Content**

Content that promotes hatred, discrimination, or violence against individuals or groups on the basis of race, ethnicity, nationality, religion, gender, sexual orientation, disability, or any other protected characteristic is strictly prohibited. App Universa is committed to maintaining a platform free from hate speech in all its forms.

### **2.7 Counterfeit, Stolen, and Fraudulent Content**

Content that advertises, promotes, or facilitates the sale or distribution of counterfeit goods, stolen property, or fraudulently obtained items is strictly prohibited. Event listings that are fraudulent, non-existent, or designed to deceive attendees into purchasing tickets for events that will not occur are strictly prohibited.

### **2.8 Malicious Code and Cybersecurity Threats**

Content that contains, links to, or facilitates the distribution of malicious software, viruses, phishing materials, or any content designed to compromise the security of users' devices or accounts is strictly prohibited.

### **2.9 Intellectual Property Infringement**

Content that infringes upon the intellectual property rights of any third party, including unauthorized use of copyrighted materials, trademarks, or other protected works, is strictly prohibited. Users are responsible for ensuring they hold all necessary rights to any content they submit to the platform.

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## **3. Restricted Content — Subject to Administrative Discretion**

The following categories of content are subject to review and may be restricted, removed, or declined at the sole and absolute discretion of App Universa's administrators and owners, without prior notice, explanation, or appeals

process, where such content conflicts with the religious beliefs, moral values, or ethical standards of the platform's administration:

- Events or content associated with the service, promotion, or consumption of alcoholic beverages or alcohol-related products.
- Events or content associated with gambling, betting, or games of chance, whether legal or otherwise.
- Events or content of a political nature, including campaign events, political rallies, or partisan advocacy.
- Events or content associated with tobacco, vaping, or nicotine products.
- Events or content that, while not illegal, are deemed inconsistent with the moral, ethical, or religious standards of App Universa's administration.
- Events or services that App Universa's administration determines, in its sole discretion, are incompatible with the platform's community values.

App Universa's exercise of discretion over restricted content does not give rise to any claim, liability, or obligation. This discretion is exercised as a matter of platform ownership and personal conviction, as set out in the Global Terms of Service.

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## 4. User-Generated Content

App Universa is a platform that enables users to create and publish content including event listings, descriptions, images, and promotional materials. All user-generated content is subject to this Content Policy.

### 4.1 User Responsibility

Users are solely responsible for all content they submit to the platform. By submitting content, users represent and warrant that: the content complies with this Content Policy and all applicable laws; they hold all necessary rights to the content; and the content does not infringe any third-party rights. Users agree to indemnify App Universa against any claims arising from their submitted content.

### 4.2 Content Review

App Universa reserves the right but is not obligated to review all content submitted to the platform prior to publication. The absence of proactive review does not constitute approval of any content, and App Universa retains the right to remove any content at any time that violates this Content Policy or the Global Terms of Service.

### 4.3 Reporting Violations

Users who encounter content that they believe violates this Content Policy are encouraged to report it using the Report button available on every event listing and application page, or by emailing [contact@appuniversa.com](mailto:contact@appuniversa.com) with the relevant URL and a description of the violation. Both reporting channels are monitored and treated equally. App Universa will review all good-faith reports and take appropriate action. App Universa does not guarantee a response timeline for content reports but will prioritize reports involving illegal content or content that endangers users.

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## 5. Advertising Content Standards

App Universa displays contextual, Non-Personalized Ads (NPA) through its own internal ad engine and through Google AdSense. All advertising content displayed on the platform is subject to the following standards:

### 5.1 Google AdSense Compliance

App Universa complies with Google AdSense Program Policies (<https://support.google.com/adsense/answer/48182>) and Google Publisher Policies. Advertisements are served in NPA mode only. App Universa does not permit personalized, behavioral, or interest-based advertising on the platform. Google's content algorithms determine contextual ad placement based on page content only.

### 5.2 Ad-Free Content Zones

App Universa reserves the right to designate certain pages or sections of the platform as ad-free zones at its sole discretion. Pages containing sensitive content categories, error pages, or pages under active content review will not display advertising.

### 5.3 Prohibited Advertising Content

Regardless of the source or network, the following categories of advertising content are not permitted on the App Universa platform:

- Sexually explicit or adult content advertisements.
- Advertisements for alcohol, alcoholic beverages, or alcohol-related products or services of any kind. This prohibition is absolute and applies regardless of jurisdiction, legal status, or advertiser claims of compliance.
- Advertisements for tobacco, cigarettes, cigars, vaping, e-cigarettes, nicotine products, or any tobacco-related products or services of any kind, regardless of jurisdiction or claimed compliance.
- Advertisements promoting gambling, betting, online casinos, sports wagering, poker, lotteries, or any game of chance or skill for money, regardless of whether such services are licensed or legal in any jurisdiction.
- Advertisements for dating services, adult matchmaking platforms, hook-up applications, or any service whose primary purpose is facilitating romantic or sexual connections between users.
- Advertisements for illegal drugs or controlled substances.
- Advertisements that contain false, misleading, or deceptive claims.
- Advertisements that target or are likely to appeal primarily to minors.
- Advertisements for weapons, firearms, or dangerous goods not permitted under Philippine law.
- Advertisements containing hate speech or discriminatory content.

App Universa uses Google AdSense's NPA mode and category blocking controls to prevent prohibited advertising categories from appearing on the platform. If users encounter an advertisement that violates these standards, they may report it to [contact@appuniversa.com](mailto:contact@appuniversa.com) with the URL and a description of the ad.

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## 6. Enforcement

### 6.1 Detection and Removal

App Universa uses a combination of automated systems, user reports, and manual review to detect content that violates this Content Policy. Upon detection of a violation, App Universa may take any or all of the following actions without prior notice:

- Remove or unpublish the offending content.

- Issue a warning to the responsible user.
- Temporarily suspend the user's account across all applications.
- Permanently terminate the user's account across all applications.
- Report the content and user to appropriate authorities, including the National Privacy Commission (privacy.gov.ph), the Philippine National Police, IACAT, or other relevant agencies.
- Preserve evidence for law enforcement purposes.

## 6.2 Appeals for General Content Removals

Where content is removed under Section 2 (Prohibited Content), users may submit a written appeal to [contact@appuniversa.com](mailto:contact@appuniversa.com) within fourteen (14) days of removal. App Universa will review appeals in good faith and respond within a reasonable period. App Universa retains final discretion over all content moderation decisions.

## 6.3 No Appeal for Moral and Ethical Removals

Content removed under Section 3 (Restricted Content) on moral, ethical, or religious grounds is not subject to appeal. App Universa's exercise of absolute editorial discretion under Section 3 is final, unreviewable, and does not give rise to any claim or liability.

## 6.4 Repeat Violations

Users who repeatedly violate this Content Policy will face escalating consequences up to and including permanent account termination across all applications. App Universa reserves the right to permanently ban any user who demonstrates a pattern of policy violations, regardless of whether individual violations have been resolved.

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## 7. Platform Age Rating and Audience

The App Universa platform and all its applications are intended exclusively for users aged eighteen (18) and above. The platform is rated for general adult audiences and does not host content designed primarily for children or minors.

All event listings, products, and services available through the platform are offered to adults only. Where specific events or services have age restrictions beyond 18 years, those restrictions are the sole responsibility of the organizer or service provider to communicate, verify, and enforce. App Universa assumes no liability for age verification of event attendees beyond the account-level 18+ requirement.

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## 8. Legal Compliance

All content on the App Universa platform must comply with the laws of the Republic of the Philippines, including but not limited to:

- Republic Act No. 10173 — Data Privacy Act of 2012
- Republic Act No. 8792 — Electronic Commerce Act
- Republic Act No. 7394 — Consumer Act of the Philippines
- Republic Act No. 9775 — Anti-Child Pornography Act
- Republic Act No. 10175 — Cybercrime Prevention Act

- Republic Act No. 9208 as amended by RA 10364 — Anti-Trafficking in Persons Act
- Republic Act No. 9165 — Comprehensive Dangerous Drugs Act
- All other applicable Philippine laws and regulations

Users accessing the platform from jurisdictions outside the Philippines are responsible for ensuring that their content and activities comply with their applicable local laws in addition to Philippine law.

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## 9. Updates to This Policy

App Universa reserves the right to update this Content Policy at any time. Updates take effect on the date specified in the revised document. Continued use of the platform following an update constitutes acceptance of the revised policy in accordance with the active consent mechanism described in the Global Terms of Service. The most current version of this Content Policy will always be accessible at <https://www.appuniversa.com/content-policy>.

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## 10. Contact and Reporting

To report content that violates this Content Policy, or for any questions regarding these standards, please contact:

### Content Moderation

Email: [contact@appuniversa.com](mailto:contact@appuniversa.com)

Subject line: Content Policy Report

### Data Protection Officer

Email: [dpo@appuniversa.com](mailto:dpo@appuniversa.com)

### Website

<https://www.appuniversa.com>

### National Privacy Commission

Website: <https://privacy.gov.ph/contactus/>

Address: 5th Floor Delegation Building, PICC Complex, Vicente Sotto Avenue, Pasay City, Metro Manila 1307

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