

Acceptable Use Policy

Effective Date: October 9, 2026

Last Updated: October 15, 2026

Version: 3.2

This Acceptable Use Policy ("AUP") sets the rules for using the Lesuto Chameleon platform ("Platform"), including product listings, storefronts, Lesuto Hub, livestreams, and messaging. It forms part of the Platform Terms of Service. Violations may lead to content removal, account restrictions, suspension, or termination.

1. Prohibited Products

You may not list or sell:

- illegal goods or services in any jurisdiction where they are offered;
- counterfeit, replica, or trademark-infringing products;
- stolen property or goods obtained illegally;
- weapons, firearms, ammunition, explosives, or their components;
- hazardous, toxic, or radioactive materials;
- controlled substances, illegal drugs, or drug paraphernalia;
- tobacco products, e-cigarettes, or vaping products;
- products that violate U.S. or other applicable export controls or sanctions (including OFAC, EAR, and ITAR);
- products that promote hatred, violence, or discrimination;
- sexually explicit or adult products or content;
- human remains, body parts, or bodily fluids;
- endangered species or products derived from them;
- unauthorized copies of copyrighted works;
- financial instruments, securities, or cryptocurrency;
- recalled products or products that do not meet applicable safety standards; and
- products that require a license or permit Lesuto does not hold as the seller, including alcoholic beverages, cannabis and hemp-derived products, prescription drugs, and prescription medical devices, unless Lesuto has approved them in a signed Order Form.

2. Prohibited Conduct

You may not:

- engage in deceptive pricing, such as inflating a price before a "sale";
- create fake reviews, ratings, followers, or testimonials, or pay for reviews without disclosure;
- use bots, scripts, or automation to manipulate the Platform, except through published APIs;
- harass, threaten, bully, or abuse others;
- bypass commission, fee, or billing structures, or take Platform orders off-Platform;
- create multiple accounts to evade restrictions or bans;
- use the Platform for money laundering, terrorist financing, or sanctions evasion;
- engage in bid rigging, price fixing, or other anti-competitive conduct;
- send spam through Platform messaging;
- circumvent security measures, access controls, or rate limits;
- access another person's account without authorization; or
- collect personal information from the Platform for unauthorized purposes.

3. Content Standards

Product listings and other content must:

- accurately describe the product, including materials, dimensions, weight, ingredients, allergens, and origin;
- use original or properly licensed images that accurately depict the product;
- not contain misleading claims, unsupported health or environmental claims, or false testimonials;
- comply with the FTC's rules on endorsements, testimonials, and advertising disclosures, and equivalent laws elsewhere;
- include required safety warnings and regulatory disclosures;

- not contain malicious links, scripts, or tracking code; and
- respect the intellectual property, privacy, and publicity rights of others.

4. AI-Generated Content

When you use Platform AI features (website builder, content generation, media creation, translation):

- you are responsible for reviewing AI-generated content before you publish it;
- AI-generated content must meet every standard in this AUP;
- you must not use AI features to create deceptive, misleading, defamatory, or harmful content, or realistic depictions of real people without their consent;
- AI-generated product descriptions must be checked against the actual product specifications; and
- AI-generated testimonials or endorsements must be disclosed as such.

5. Intellectual Property and Uploaded Media

You may not:

- upload Reels, Stories, posts, livestreams, reviews, product images, or other content that includes third-party copyrighted material you do not own or have a written license to use;
- include commercial music (label-released songs, soundtracks, recognizable instrumentals, or streaming-service tracks) in any media unless you hold a written license that covers that use;
- try to circumvent content-identification or copyright filters; or
- use sample packs, stock photos, fonts, or video clips outside the licenses you hold.

Uploaded images and videos are screened with automated moderation tools, and reported content is reviewed by Lesuto staff. We may mute, replace audio in, watermark, block, or remove content that violates these standards. Repeat infringement is handled under our DMCA Policy (<https://www.lesuto.com/legal/dmca>): three or more active strikes within a rolling 12-month period lead to account termination.

6. Community, Hub, and Livestream Conduct

On Lesuto Hub, in livestreams, comments, reviews, and messages, you may not:

- post or share child sexual abuse material, which Lesuto removes and reports to the National Center for Missing and Exploited Children as the law requires;
- share intimate images of anyone without their consent;
- post another person's private information (such as a home address or phone number) without consent;
- promote self-harm, violence, or terrorism;
- impersonate people or brands, or mislead people about who you are; or
- run giveaways or contests that violate applicable law.

7. Multi-Account Policy

Each business may operate one Merchant account and one Supplier account. Creating more accounts to evade restrictions, bans, or billing limits is prohibited. If you need more accounts for a legitimate business reason, contact support@lesuto.com for approval.

8. Monitoring and Detection

Lesuto monitors the Platform to detect violations of this AUP, using automated screening of uploaded images and videos, review of reported content, and analysis of transaction patterns for fraud. We aim to enforce this AUP consistently and proportionately.

9. Reporting Violations

To report a violation or illegal content:

- use the "Report" control on the listing, post, livestream, or storefront; or
- email support@lesuto.com (or legal@lesuto.com for legal notices) with details and evidence.

Reports are reviewed within 5 business days, sooner for safety issues. We keep the reporter's identity confidential, except where the law requires disclosure or where a copyright notice must be forwarded under the DMCA. We tell the reporter what action we took.

10. Enforcement

Action is based on severity and history:

First minor violation: a warning with an explanation and a 7-day correction period.

Second violation, or a first serious violation: content removal and a 30-day probation period. Further violations during probation lead to suspension.

Severe violations (fraud, illegal products, safety risks, child safety): immediate suspension pending investigation, and possible permanent termination.

Permanent termination: for repeated violations, fraud, illegal activity, or conduct that puts users at risk. Terminated users may not create new accounts.

When we act, we send a statement of reasons explaining what we did, why, which rule or law applies, whether automated tools were involved, and how to appeal, unless the law prohibits notice or notice would create a risk of harm.

11. Appeal Process

If you believe an action was taken in error:

- appeal to appeals@lesuto.com within 14 days of the action;
- include your account details, the action, and your explanation;
- the appeal is reviewed by a person, where possible someone other than the original reviewer; and
- you receive a response within 10 business days.

The appeal decision completes Lesuto's internal process. It does not limit your legal rights, including, in the European Union, the right to refer the dispute to a certified out-of-court dispute settlement body or a court.

12. Changes

Lesuto may update this AUP. We announce material changes through the Platform dashboard at least 30 days before they take effect, except changes required by law or to address an urgent safety risk.

13. Contact

AUP questions: support@lesuto.com

Appeals: appeals@lesuto.com