

U2opia Mobile Pte. Ltd. having its registered office at 10 Jalan Besar, #10-02 Sim Lim Tower, Singapore-208787 & owns and operates the service with the brand name of “Message Central” (the “Service(s)”).

This Acceptable Use Policy (“AUP”) governs use of Message Central’s networks, services, systems, websites, software, hardware, and products (collectively, “Services”) by Message Central’s customers (“Customers”) and their authorized users (collectively, including Customers, “Users”). Upon any violation or reasonably suspected violation of this AUP, Message Central shall be entitled to immediately suspend provision of the Services in a manner reasonably tailored to address the potential harm. Customer shall immediately report any violations of this AUP to Message Central and cooperate with Message Central to investigate and remedy such violations.

Users shall not, and shall not authorize, encourage, assist, or enable any other party to engage in, any of the following in connection with the Services:

General Prohibitions

- Violating applicable laws or regulations.
- Using the Services in a manner that may expose Message Central or its suppliers to civil or criminal liability, or regulatory enforcement.

Activities Impacting Security or Reliability

- Damaging, interfering with, overburdening, or otherwise adversely impacting the availability, reliability, or stability of the Services or third-party systems or networks.
- Attempting to circumvent or break any security mechanism of the Services, or using the Services in a manner that poses a security or other risk to Message Central, Message Central’s suppliers, any User of the Services, or any third party.
- Benchmarking, tampering with, unauthorized testing of, reverse-engineering, decompiling, or otherwise using the Services in order to discover limitations or vulnerabilities, or evade filtering capabilities.
- Using the Services in hazardous environments requiring fail-safe performance, such as in the operation of nuclear facilities, aircraft navigation or communication systems, air traffic control, or other devices or systems in which malfunction of the Services would result in foreseeable risk of injury or death of the operator of the device or system, or to others.

Protecting Individuals’ Rights

- Engaging in fraudulent, deceptive, inaccurate, or misleading activity with respect to third parties (including impersonation of identity or identifiers such

as phone numbers or email addresses) or otherwise bypassing legitimate identification systems.

- Using the Services to harvest or otherwise collect information about individuals, including email addresses or phone numbers, without their explicit consent or under false pretenses.
- Engaging in spamming, or other unsolicited, unwanted, or harassing advertising, marketing or other activities, including any activities that violate applicable anti-spamming, data protection, or privacy laws and regulations.
- Failing to obtain any legally required consent from applicable third parties (or, where required, their parents, representatives, or guardians) for the collection, use, and disclosure of the third parties' personal data as described in the **Privacy Policy**.
- To the extent that the Services are used to record or monitor calls or other communications, failing to comply with all applicable laws related thereto, including securing any required prior consents.

Telecommunications-Specific Limitations

- Violating telecommunications provider or other service provider requirements as communicated by Message Central.
- Artificially inflating traffic (e.g., generating traffic that has been artificially increased to boost the revenue of an entity or network without offering any real benefit to the originator).
- Using long virtual numbers provided by Message Central as identifiers for SMS messages, or other communications sent through providers other than Message Central (if applicable).
- Transmitting caller or sender identification for outbound communications via the Services where the originating User's right to use such identification has not been validated.

Inappropriate or Harmful Content

Using, storing, uploading, downloading, submitting, transmitting, distributing, or facilitating the distribution of, any information that contains "inappropriate content," including, but not limited to, content that:

- May be considered libelous, slanderous, defamatory, threatening, sexually explicit, vulgar, profane, obscene, offensive, abusive, malicious or otherwise harmful to any person or entity, constitutes or promotes "hate speech," or is otherwise discriminatory based on race, sex, creed, religion, nationality, disability, sexual orientation, language, or age.

- Contains fraudulent offers for products or services, or any advertising or promotional materials that contain deceptive, false, or misleading statements, representations or claims, or false or inaccurate data, including the fraudulent use of credit cards.
- Contains or transmits viruses, Trojan horses, worms or any other malicious, harmful, or deleterious programs, or similar destructive programming routines.
- Promotes, markets, or otherwise relates to illegal activities or terrorism.
- Infringes on, misappropriates, dilutes, or violates any intellectual property rights or other rights of third parties, including but not limited to trademark, copyright, patent, trade secrets, rights of publicity, and rights of privacy.
- Constitutes or relates to “adult services” or content of an adult nature, including, without limitation, content that contains or depicts nudity, contains or depicts sexual activity, except where appropriate age-gating functionality has been implemented, such content is otherwise legal in the applicable jurisdiction, and only to the extent approved by Message Central.
- Comprises or promotes alcohol, firearms, or tobacco content, except where appropriate age-gating functionality has been implemented and such content is otherwise legal in the applicable jurisdiction.
- Contains sensitive financial or identification information or documents.

API Platform-Specific Limitations

In connection with the API Platform Services only:

- Reselling, sublicensing, renting, or time-sharing the Services or any portion of the Services without Message Central’s express and specific prior written consent.
- Making the Services available to anonymous users; or failing to obtain, maintain, or (upon Message Central’s request) provide to Message Central, reasonable “Know Your Customer” information in compliance with applicable law for each User, including for each User (whether an individual or legal entity) at least its name, address, verified e-mail address, method of payment, and payment information, and where the User is a legal entity, the User’s state or country of formation, contact person, and company registration number.
- Violating country-specific requirements and restrictions for SMS Services.

Applications Services-Specific Limitations

In connection with the Application Services only:

- *Removing or Blocking Communications.* Message Central may remove or block communications including calls to certain countries determined solely by

Message Central if Message Central suspects a violation of this AUP, or if Message Central deems it necessary in order to protect the Services, Message Central's network, employees, Users or third parties from harm, fraud, and/or if required by applicable law. Message Central may take such action without advance notice if required to protect Message Central and other Users in Message Central's sole discretion. Any permitted removal of blocks to certain countries requires a written waiver of liability by Customer.

- *Fair and Reasonable Use.* Message Central's business service plans and features are for normal, reasonable business use and consistent with the types and levels of usage by customers.
- *Review of Usage.* Message Central reserves the right to review usage of the Services to ensure that Users are not abusing or excessively using the Services.

U2opia Mobile Pte. Ltd. or Message Central reserves the right to review Users' accounts at any time for potential abuses of this AUP. Message Central may determine abnormal or abusive usage as stated herein. If Message Central determines that Users have violated this AUP, Message Central may invoice the Customer and Customer shall pay for excessive use.