

All About Reel Ltd

Acceptable Use & Content Policy v1.2

1. Purpose

This policy sets out the standards and principles governing the creation, production, distribution, and use of media content and digital services by the Company. It is intended to ensure that all business activities are conducted lawfully, ethically, and in accordance with professional and regulatory expectations.

2. Scope

This policy applies to:

- All directors, employees, contractors, and collaborators;
- All media, digital, and consultancy services produced or distributed by the Company;
- All platforms, clients, and third-party distributors used in connection with Company activities.

3. Core Principles

The Company is committed to operating in a responsible and professional manner. All activities must:

- Comply with applicable UK and international laws and regulations;
- Respect the rights, dignity, and wellbeing of all participants;
- Be conducted transparently and in good faith;
- Protect the reputation and integrity of the Company.

4. Content Standards

4.1 Prohibited Content

The Company does not produce, distribute, or facilitate:

- Content that promotes violence, hatred, or illegal activity.
- Pornography / Content involving explicit sexual activity;
- Content involving minors or any form of exploitation or coercion;
- Non-consensual, deceptive, or misleading material;

4.2 Acceptable Content

The Company may undertake a range of legitimate media production activities, including but not limited to:

- Corporate and promotional video production;
- Music videos and creative projects;
- Adult-themed performance content, provided that all participants are adults and have provided informed, documented consent and does not conflict with clause 4.1 above

- Training and educational content;
- Multi-unit and second-unit location-based filming work;
- Commercial, documentary, and event-based productions.

All such content must be lawful, compliant with platform standards where applicable, and produced in a professional and respectful manner.

5. Consent and Safeguarding

The Company requires that:

- Written contracts and consent documentation are obtained from all performers and contributors;
- Age verification is completed prior to participation;
- Participants may withdraw consent in accordance with contractual terms;
- All productions are conducted in a respectful and safety-first environment.

6. Use of Third-Party Platforms

The Company may use established third-party platforms and marketplaces to distribute digital content. When doing so:

- Only platforms with appropriate compliance, age-verification, and safeguarding standards will be used;
- The Company's role is limited to content production and rights management;
- Platform terms and community standards must be followed at all times.

7. IT and Digital Services

In relation to IT consultancy and digital services, the Company will:

- Act in accordance with recognised industry best practices;
- Protect client confidentiality and data security;
- Comply with data protection and privacy legislation;
- Avoid misuse of systems, networks, or client information.

8. Financial and Commercial Conduct

The Company is committed to transparent and ethical business practices, including:

- Accurate record-keeping and financial reporting;
- Lawful payment processing and taxation compliance;
- Cooperation with banks, regulators, and auditors;
- Prevention of fraud, money laundering, and financial misconduct.

9. Use of AI tools

- No client data will be uploaded to AI platforms such as ChatGPT/Copilot unless written consent is obtained from the client
- The use of AI tools is restricted to research of publicly available information.

10. Compliance and Reporting

All personnel are expected to:

- Familiarise themselves with this policy;
- Report any suspected breaches promptly to management;
- Cooperate with internal and external compliance reviews.

Breaches of this policy may result in disciplinary action, termination of contracts, or referral to relevant authorities, where appropriate.

11. Management Oversight and Project Approval

All media, consultancy, and production work undertaken by the Company must be reviewed and approved in advance by a director of the Company.

No project may proceed without documented director approval.

12. Review and Updates

This policy will be reviewed annually and updated as necessary to reflect changes in law, regulation, or business activities.

Approval and Adoption

This Acceptable Use and Content Policy is approved by the Company's management and supersedes any earlier dated versions.

Version: 1.2

Effective Date: 10th March 2024

Last Reviewed: 10th March 2024