

MUSUNO CONTENT GUIDELINES

Version 1.0.0 — Effective Date: 22 July 2026

These Content Guidelines form part of the Musuno Creator Agreement (Section 6.2) and apply to all companions, assets, listings, and creator profiles on the Platform, including all DLC and add-on content. Changes to these Guidelines are Material Changes under the Creator Agreement, meaning creators receive at least 30 days' direct notice before changes take effect.

Musuno is an all-ages platform. Sexually explicit content is not permitted. This reflects the requirements of our payment processors, card network rules, and applicable law (including UK online safety law) — not an editorial judgment about your art. Suggestive but non-explicit content is welcome within the boundaries below.

1. Permitted Content

The following are examples of content that is welcome on the Platform:

- Characters in everyday, fantasy, fashion, gym, or beach attire, including swimwear as it would ordinarily be worn at a public beach or pool.
- Flirtatious, teasing, or romantic personalities, dialogue, and voice lines that stop short of describing or simulating sexual activity.
- Stylised or exaggerated anime/VTuber proportions and character designs.
- Poses, animations, and expressions that are cute, confident, or playful, including winks, blown kisses, and similar affectionate gestures.
- Mild stylised violence appropriate to character themes (e.g., fantasy weapons, action poses) without gore.

2. Prohibited: Sexually Explicit Content

The following are examples of content that is not permitted anywhere on the Platform — in models, artwork, animations, audio, voice lines, listings, thumbnails, or interactive behaviours:

2.1 Nudity & Exposure

- **The coverage rule:** nipples, genitals, and buttocks must be fully covered at all times, in every outfit, pose, and animation state. Revealing outfits are otherwise fine.
- No workarounds to the coverage rule: no "censored" exposure using bars, emoji, pixelation, or strategic cropping; no clothing rendered wet, transparent, or torn so that covered areas become visible or effectively visible; no "nude-illusion" designs such as skin-tone bodysuits intended to make the character appear naked.

2.2 Sexual Acts & Framing

- Depictions or simulations of sexual acts, masturbation, or sexual arousal, whether shown, implied through motion, or described in text or audio.
- **Sexual audio:** moaning, simulated sexual sounds, or sexually explicit dialogue are not permitted, including as reactions to touch or other interactions. Flirtatious, teasing, and romantic voice lines and non-sexual ASMR are fine.

- **Physics and animation:** natural secondary motion and body physics that come standard with Live2D/VRM rigging are fine. What is not permitted is sexualised emphasis — exaggerated physics as a selling point, or animations whose purpose is to showcase or draw attention to the chest, groin, or buttocks.
- **Touch interaction:** full-body touch response (head pats, pokes, petting anywhere on the model) is fine, provided the companion's reactions are non-sexual — cute, annoyed, happy, sleepy, anything but aroused.
- Fetish content presented sexually (e.g., bondage equipment, degradation themes), even without nudity.

2.3 Listings, Titles & Thumbnails

- **No sexual language** in listing titles, descriptions, or tags, even where the companion itself is compliant.
- **The ad-safe test for thumbnails:** thumbnails appear on the public storefront, in search results, and in Musuno's advertising, so they must meet the strictest standard of any surface they appear on. The practical test: would this image be approved as ad creative on a mainstream ad platform? If not, use a different frame.
- **Swap, not strike:** listings are reviewed before going live. If a thumbnail is borderline, we will ask you to replace the image — a thumbnail swap request is not an enforcement action and does not count against your account.

3. Zero Tolerance (Immediate Removal & Account Termination)

The following result in immediate removal and account termination, and where required, reports to relevant authorities:

- **Any sexual content involving minors or characters who appear to be minors.** This is judged on appearance and presentation — childlike proportions, features, clothing (e.g., school-child presentation), voice, or behaviour — regardless of any stated age, backstory, or "she's actually 500 years old" framing. If a reasonable person could read the character as under 18, sexualised presentation of that character is prohibited, including borderline-suggestive presentation that would be acceptable for an adult-presenting character.
- Companions depicting real, identifiable people without their documented consent — including other VTubers, streamers, celebrities, or private individuals.
- Content depicting or promoting non-consensual acts, sexual violence, incest, or bestiality, in any form including "fictional" framing.
- Hate symbols, extremist content, or content targeting people based on protected characteristics.

4. Borderline Content & Pre-Approval

Some content sits near the line — for example, lingerie or pin-up style outfits (with the coverage rule fully met), revealing fantasy armour, gothic or horror themes, or dark comedic personalities. If you are unsure whether your companion complies:

- Submit it for pre-approval via a support ticket or admin@musuno.com before publishing. We aim to respond within five (5) business days.

- A pre-approved companion will not be removed later for the reviewed characteristics unless these Guidelines change (with notice) or the companion is modified after review.

When in doubt, the test we apply is: could this content appear in a T-rated (Teen) game or on the front page of a mainstream streaming platform without being flagged? If not, it likely does not belong on Musuno.

5. Reporting, Review & Enforcement

- Anyone can report content via the in-app report function or a support ticket. We review reports and may also conduct periodic or random compliance checks, as described in the Creator Agreement (Section 5).
- **For violations of Sections 1-2:** we will normally notify you with the reason, unpublish the affected content, and give you the opportunity to fix and resubmit it. Repeat violations may lead to suspension or termination.
- **For Section 3 violations:** removal and account termination are immediate.
- You may appeal an enforcement decision by responding to the notice; appeals are reviewed by a person. For Section 3 (zero-tolerance) violations, removal and termination take effect immediately, and an appeal can only address factual error (for example, mistaken identification of the content or account). Earned revenue from unrelated, compliant sales remains payable, as set out in the Creator Agreement (Section 17).

6. Future Changes

If our payment processing and legal compliance situation changes in a way that would allow broader content categories, any revision to these Guidelines will be announced with at least 30 days' direct notice as a Material Change. No content standard will ever be relaxed retroactively without notice, and no content standard will be tightened in a way that removes existing compliant companions without the notice and transition process in the Creator Agreement.