

MUSUNO CONTENT GUIDELINES

Version 1.2.0 — Effective Date: 20 August 2026

These Content Guidelines form part of the Musuno Creator Agreement (Section 6.2) and apply to all companions, assets, listings, creator profiles, DLC, and add-on content on the Platform. Changes to these Guidelines are Material Changes under the Creator Agreement and are subject to the notice and acceptance process in that Agreement.

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.
- **Correct first where appropriate:** Musuno does not routinely pre-screen every listing before it goes live. If a thumbnail or listing is found to be borderline through a report, automated or risk-based review, periodic or random check, or voluntary pre-approval request, we will normally ask for a compliant replacement before treating an isolated borderline issue as a strike. Repeated, deliberate, deceptive, or serious violations may result in enforcement without a correction period.

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 & Optional Pre-Approval

Some content sits near the line - for example, lingerie or pin-up style outfits that fully satisfy the coverage rule, revealing fantasy armour, gothic or horror themes, or dark comedic personalities. Musuno does not require every Creator to obtain pre-approval, but a Creator who is unsure may request a review before publishing:

- Request optional pre-approval through an available support channel or by emailing admin@musuno.com. We aim to respond within five (5) business days, but response times are not guaranteed.
- Pre-approval applies only to the specific characteristics and version reviewed at that time. It does not prevent later action if the content is materially changed, relevant information was omitted, a legal or payment-network requirement changes, or Musuno later identifies a different violation or safety concern.

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 using the report function made available on marketplace or product pages, through another designated Musuno support channel, or by emailing admin@musuno.com. Formal copyright, intellectual-property, illegal-content, and other content reports are handled under the Copyright & Content Reporting Policy. Reporters are not required to contact the Creator first.
- Musuno may review content after a report and may also conduct automated, risk-based, periodic, or random compliance checks. Musuno is not required to manually pre-screen every upload before publication.
- **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 using the response or appeal route identified in the notice or under the Copyright & Content Reporting Policy; appeals are reviewed by a person where appropriate. For Section 3 zero-tolerance violations, removal or suspension may remain in effect while an appeal is reviewed, and the appeal may address factual error, ownership/permission evidence, mistaken identification, or another material basis for reconsideration. Earned revenue from unrelated compliant sales remains payable subject to the Creator Agreement.

6. Future Changes

If our payment processing, legal, safety, or compliance requirements change, we may revise these Guidelines through the Material Change process in the Creator Agreement. We will provide the direct electronic notice required by that Agreement before a material tightening or expansion of these rules takes effect, except where urgent legal, payment-network, or safety requirements require faster action. Changes do not make previously lawful conduct retroactively a breach, but content may need to be modified or removed prospectively to remain on the Platform.