MUSUNO CONTENT GUIDELINES

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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. For an existing Creator, revised requirements take effect only after the applicable notice period has expired, unless the Creator affirmatively accepts the revised terms earlier and earlier effect is lawful.

These Guidelines are administered by MUSUNO LTD in its capacity as operator of the Platform. Some End User purchases may be sold through the United States sole-proprietor payment route owned and operated by Xavier Yi Yu Luo d/b/a Musuno. That seller/merchant arrangement does not make Musuno US a separate platform operator and does not change the content standards, review process, or Creator obligations in these Guidelines.

Musuno is a general-audience platform with content standards intended to be suitable for users aged thirteen (13) and older. 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:

- Adult-presenting characters in everyday, fantasy, fashion, gym, beach, sleepwear, or other stylised attire, including ordinary swimwear and opaque lingerie-inspired or pin-up-inspired fashion, provided the coverage rule is fully satisfied and the overall presentation is not sexually explicit, sexually exploitative, or principally framed to emphasise intimate body areas.
- Flirtatious, teasing, romantic, or pin-up-inspired personalities, dialogue, poses, and voice lines involving adult-presenting characters, provided they stop short of describing or simulating sexual activity or arousal. A garment, pose, or theme that may be acceptable in one context can become prohibited when combined with sexual camera framing, animation, audio, tags, or interactions.
- 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 storefront-safe test for thumbnails: thumbnails appear on the public storefront, creator pages, and search or discovery surfaces, so they must meet a stricter presentation standard than some in-companion content. A thumbnail may also be used in external Musuno marketing only while the Creator's external-marketing permission for that product is enabled under Section 11.2 of the Creator Agreement. The practical test for a public thumbnail is whether it could reasonably appear on the front page of a mainstream streaming, gaming, or creator platform serving users aged 13 and older without being treated as explicit or sexually exploitative. 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. Examples that may be permitted for clearly adult-presenting characters, depending on context, include opaque lingerie-inspired fashion, pin-up-inspired poses, revealing fantasy armour, crop tops, sleepwear, beachwear, gothic or horror themes, and mature-styled character designs that fully satisfy the coverage rule. These examples are not blanket approvals: presentation becomes prohibited where the purpose or overall effect is sexual activity, arousal, explicit fetishisation, or concentrated sexual emphasis on the chest, groin, or buttocks. 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, consider the overall presentation rather than only the amount of skin shown: could the content reasonably appear in a T-rated (Teen) game or on the front page of a mainstream streaming or creator platform serving users aged 13 and older without being treated as sexually explicit or exploitative? A compliant garment does not make a sexually framed pose, animation, camera crop, voice line, interaction, title, tag, or thumbnail compliant. Sexualised or suggestive presentation of a character who is, or reasonably appears to be, under eighteen (18) remains prohibited regardless of clothing coverage or stated fictional age.

5. Reporting, Review & Enforcement

- Anyone can report content using the Report form at musuno.com/report (also linked from Musuno marketplace and product pages), through another designated Musuno support channel, or by emailing admin@musuno.com. The form submits directly to Musuno's moderation process, and reporters do not need to join or use Discord. 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 use automated, risk-based, periodic, or random compliance checks to identify, flag, or prioritise content for review. Automated systems

do not make final decisions to unpublish or hide content, restrict monetisation, suspend a Creator, or terminate a Creator account; those enforcement decisions follow human review. Temporary technical or safety holds may be applied while review is pending where reasonably necessary. Musuno is not required to manually pre-screen every upload before publication.

- **For violations of Sections 1–2: following human review, we will normally notify you with the reason, unpublish or restrict the affected content where appropriate, and give you the opportunity to fix and resubmit it. Repeat, deliberate, deceptive, or serious violations may lead to suspension or termination.**
- **For Section 3 violations: following human review, removal and account termination are normally immediate. Musuno may keep a temporary protective restriction in place while the review is completed where the reported issue presents a serious safety, legal, payment, or rights risk.**
- 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

Musuno may revise these Guidelines through the Creator Agreement's Material Change process as legal, safety, payment, or compliance requirements change. We will give required notice unless urgent requirements demand faster action. Changes apply prospectively, but existing content may need to be modified or removed.