

BAND’s California Terms of Service Report

California Business & Professional Code Sections 22675 et seq. (CA AB-587)

Overview

This Terms of Service Report has been prepared by Naver Corporation, a corporation incorporated in the Republic of Korea, for its group communication app, BAND, and submitted to the California Office of the Attorney General in accordance with the requirements of California AB-587.¹

This Terms of Service Report provides information and data for the period from **July 1st, 2023** to **December 31, 2024**, as follows: (1) Q3 2023; (2) Q4 2023; (3) Q1/Q2 2024; and (4) Q3/Q4 2024.

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¹ We voluntarily submit this Terms of Service Report in the interest of transparency, without admitting in any way that Naver Corporation falls within the scope of a “social media company” under California AB-587 or is otherwise subject to the requirements of California AB-587. We respectfully reserve all rights provided through the Ninth Circuit’s decision in *X Corp. v Bonta*, No. 24-271 (9th Cir. Sept. 4, 2024) and any related decisions.

Section 1. BAND's Terms of Service (§ 22677(a)(1) & (a)(2))

A. Current Version of the Terms of Service (§ 22677(a)(1))

1. Terms of Service: A copy of BAND's Terms of Service is attached as Annex A. <https://band.us/policy/terms>
2. Activity Policy: A copy of BAND's Activity Policy is attached as Annex B. <https://band.us/policy/operating>

B. Changes to Terms Since Previous Report (§ 22677(a)(2))

1. BAND's Terms of Service

Date of revision: November 14, 2023

Provisions relating to long-term inactive accounts were revised and added to the Section "We make efforts to protect your personal information" and the Section "Below are the details regarding your service cancellation." (the revised part highlighted below).

A provision relating to exemption from liability for certain force majeure and unforeseeable events, etc. was revised in the Section "There are several exceptions to the responsibility imposed during Service operation." (the revised part highlighted below).

Date of revision: February 27, 2024

A provision relating to the provision of location information was deleted in the Section "Your location information is managed in a safe manner." (the deleted part highlighted below)

Date of revision: December 21, 2024

A provision relating to the use of user contents for the purposes of AI R&D to improve the service was added to the Section "We would like you to respect the rights of the Service and Writer." (the added part highlighted below)

2. The revised part of BAND's Terms of Service (highlighted):

We make efforts to protect your personal information.

The Company protects your personal information according to related laws, and with regard to protection and use of personal information, related laws and service's privacy policies are applied. However, if child pornography is distributed, a large scale of pornography is distributed, or if content deemed to be life-threatening is discovered, the Company may provide personal information to related law enforcement agencies apart from the Company's privacy policies. In addition, the Company may check the contents of a post if there is a need to verify the compliance with related legislation or these Terms of Use, and may provide the contents of posts or chats to the related law enforcement agencies according to related laws.

If you have not logged in or accessed Service for a certain period of time, your information may be destroyed or stored separately after prior notification via email, in-Service alert, or other appropriate electronic means, and the related Service Terms of Use may be terminated if you continue to not access the Service. **For more detailed information, please refer to the Long-Term Inactive Account section in our [Activity Policy](#).**

Your location information is managed in a safe manner.

The Company may provide location-based service to enable a sharing of information in a more useful manner. For this, we provide free service based on location information that we receive from location information agencies. **When searching or creating Bands, posting, and using chatting services, the company provides a feature to share your location or a specific location.** You can share your real-time location to members or receive the location that other members share. Real-time location information can be shared while the app is running in the background or foreground. The main methods of collecting personal location information includes collecting real-time location information through station-based (Cell method) mobile phone; collecting through GPS information via dedicated terminal where GPS chip is built-in, and collecting through Wi-Fi information gathered with a dedicated terminal where Wi-Fi chip is built in. The accuracy of location information may differ by the network coverage or status of wireless internet connection, etc., so your location on the map can be different from your actual location.

We would like you to respect the rights of the Service and Writer.

All copyrights of the post that Band had uploaded to Service vest in the creator of the post. The copyright and intellectual property rights to Service belongs to the Company, however it shall not be applicable to post that You had created or creation provided accordingly to the partnership agreement. The copyrights and other intellectual property rights to trademarks, service marks and logos related to Services provided by the Company, including designs of Service provided by the Company, text, scripts, graphics created by the Company, and functions that allow exchange between Subscribers belong to the Company, in accordance to provisions in related legislation or the Company has ownership or the right to use such copyrights or intellectual property rights. The content you provide may be used for the purpose of research and development of technologies in the artificial intelligence domain, etc., to enhance the service or provide new services.

Below are the details regarding your service cancellation.

You may request termination of the contract at any time through the account deletion page in the service, and the company will process your request without delay in accordance with the relevant laws and regulations. In the meantime, the company may also terminate the contract on our own regardless of your request in case of any event categorized as a reason for termination under the terms and conditions. For your reference, the company terminates the contract for account owners who are under the age of 13 and have not used the service for 5 years, as an effort to proactively protect children's personal information as an effort to proactively protect long-term inactive account, the company terminates the contract for long-term inactive account that have not been connected for more than 3 years. For more detailed information, please refer to the Long-Term Inactive Account section in our [Activity Policy](#) .

There are several exceptions to the responsibility imposed during Service operation.

Company shall be exempt from any responsibility related to providing Service in the case where the Company is unable to provide Service due to natural disasters or any force majeure and the Company shall not be responsible for Service use or network error caused by your fault such as loss of accessing media (device).

The Company shall be exempt from liability for providing services in the event of natural disasters or any force majeure. Unless otherwise provided by relevant laws,

the Company shall not be liable for special, indirect, and punitive damages, which are usually unforeseeable or arise from exceptional circumstances. Furthermore, the Company shall not be responsible for service disruptions or communication failures due to your fault, such as the loss of access media and device.

3. Band’s Activity Policy

Date of revision: November 14, 2023

The Section “We securely protect accounts that have been inactive for a long period of time” was newly added to address long-term inactive accounts. (the added part highlighted below).

Date of revision: January 26, 2024

Under the Section “Content is managed from all angles and resolved in phases”, a subsection “Standard of sanctioned acts that fall under impersonation accounts and Bands” was newly added. (the added part highlighted below).

The Section “We securely protect accounts that have been inactive for a long period of time” was revised (the revised part highlighted below).

Date of revision: August 5, 2024

Under the Section “Content is managed from all angles and resolved in phases”, a subsection “Standard of circulative acts of illegal content that fall under reasons for restriction of use” was newly added. (the added part highlighted below).

Date of revision: September 2, 2024

A new clause was added to the Section “BAND is autonomously managed through an admin” to protect child users and ensure smooth operation. (the added part highlighted below).

4. The revised part of BAND’s Activity Policy (highlighted):

BAND, where diversity is respected

- **BAND is autonomously managed through an admin.**

Creating a BAND means to create a space not only for family, friends, and close acquaintances, but also a space for communication between members who share similar interests. The person who creates a BAND becomes the admin, and BAND can be managed in different ways in accordance with each admin's selected options. Unlike ordinary members, the admin has the authority to control the BAND in general, and co-admins can delete posts/comments, withdraw members, and manage other administrative matters for BAND management. The scope of authority that co-admins have or the number of co-admins may change depending on the admin's designations. To the extent that it is important to manage and take responsibility for BAND as admins and co-admins, we ask that you properly exercise your authority to satisfy the characteristics of the participating members and of BAND.

With such authority held by the admin, they must also be prudent with their adminship. If an admin can no longer use BAND due to inevitable circumstances or death, the BAND service allows for the direct authorization of an admin. In the event that an admin has passed away, if the death certificate is sent to us the admin's authority can be appointed after confirmation. In the event that an admin has not logged into the service for a long time and there is no record of a log in (3 months for a BAND with co-admins, 1 month for a BAND with one admin. However, if the leader of the School Band, where the majority of members are children or adolescents, is involved in a sexual crime, regardless of the presence of a co-leader, the leader position can be delegated if the position remains vacant for one month or longer.), one new admin will be selected after collection of the BAND members' opinions. If it is determined that there are issues pertaining to the activities or history of the BAND member who wishes to be authorized, the request for the admin authorization may be rejected.

- **Content is managed from all angles and resolved in phases.**

- **Standard of sanctioned acts that fall under impersonation accounts and Bands**

- Creating profile information (profile name, profile image, etc.) or a Band introduction (Band name, description, image, etc.) that may lead to being incorrectly perceived as a specific individual or group
- Attempting impersonation by using stolen images or images not authorized by the rights holder

- Using images or names with a clear intent to deceive others
 - Bands that hide their purpose and mislead users about ownership or management rights
- **Standard of circulative acts of illegal content that fall under reasons for restriction of use**
 - Acts of false · exaggerated advertising for investment or agreeing to compensate for losses or guarantee returns
 - Acts of posting false information or illegal content, including, but not limited to, illegal multi-level marketing and fund-raising business without permission
 - Acts where a quasi-investment advisory business entity that is not an investment advisory business entity, ordinary corporation, or individual gives investment advice or is entrusted to manage capital
 - Other acts prohibited in relation to fund-raising business without permission and quasi-investment advice pursuant to relevant statutes
- **We securely protect accounts that have been inactive for a long period of time.**

The accounts of leaders or members who have not used the BAND service for 2 years since their registration are protected by turning the accounts into a “dormant” state to ensure they are not exposed to security-related risks during their period of inactivity. During the dormant period, some or all of the rights given to the members may be restricted. Regular use of the service will be available again after the members complete the login process.

However, if an account remains inactive for 1 year after being made dormant, the account may be withdrawn from the service (termination of the service agreement). Accounts that have been inactive for a long period of time often become vulnerable to security risks because the login information, such as linked mobile phone numbers and email addresses, is not kept up to date, and their security-related settings are not adequately maintained. Therefore, in the event of 3 years of inactivity, we delete personal information by withdrawing the account in question from our service for the sake of security.

BAND will individually notify users through various electronic means such as social media, email, and in-service notifications to provide an opportunity to log in to the service. After this, BAND will proceed with the separation and disposal of information for long-term inactive accounts. The dormancy policy applies not only after the enforcement date of the revised Terms and Activity Policy but also to accounts that have been inactive for three years.

When being withdrawn from the service, the account will be removed from the Bands it has joined. If the account owner is a leader, permissions will be automatically delegated to another member within the Band. If a Band does not

have a member to assume the authority, it will be closed. We send notifications through various means such as SMS, email, in service notifications, etc. over several months before proceeding with the separation and disposal of information for long term inactive accounts.

Section 2. Definitions of Specified Content Categories (§ 22677(a)(3))

BAND's Terms of Service and Activity Policy define several categories of content that may align with the categories listed in California AB-587 § 22677(a)(3). In particular, we identify and define the following categories of content:

A. Hate Speech & Racism:

This prohibited category of content under BAND's Terms of Service and Activity Policy aligns with the "Hate Speech & Racism" category listed under California AB-587.

BAND is a small society made up of diverse people. Because it is a shared space, it is important to show consideration for others and to be protected from imprudent exclusion of a specific group. Any activity on BAND that degrades an ethnic group, religion, gender, sexual preference, disability, or disease or induces the exclusion of related groups will be determined an act of hatred.

Standard of hate speech include:

- Expressions that are demeaning, offensive, and a mockery of physical disability and deformity (demeaning or humiliating remarks related to physical disability, appearance, hygiene, etc.)
- Expressions that are demeaning, offensive, and a mockery of mental disability or impairment (demeaning or humiliating remarks related to mental disorder, intelligence, level of education, etc.)
- Expressions that are demeaning, offensive, and a mockery of social/moral deficiency or disability (demeaning or humiliating remarks related to occupation, work, personality, etc.)
- Expressions that are demeaning, offensive, and a mockery of race or ethnicity, national origin, religion, sexual orientation, gender identity, gender, etc.

B. Violence & Self-Harm:

This prohibited category of content under BAND's Terms of Service and Activity Policy may align with the "Harassment" and "Extremism & Radicalization" categories

listed under California AB-587.

BAND is extremely sensitive when it comes to crimes that are directly related to the lives of users. BAND does not allow acts that encourage self-harm or suicide. Acts of request, encouragement, or mediation of murder are strictly prohibited. Distribution of information linked to terrorism is also prohibited.

BAND takes deliberate measures against acts that threaten life. If a report about content or chats concerning this is made, not only will the content be deleted or blocked out, but an act of suicide that demands that urgent matters be taken will immediately be reported to the related investigative agency along with the discovered content and user information in order to prevent any suicidal acts before they are carried out.

Standard of violent content distribution include:

- Content that advocates violence or depicts a high level of violence
- Description of plans or ways of using violence
- Depicting weapons used for violence or ways of making a weapon
- Details of weapons used for violence, ways of using violence, etc.
- Details threatening a specific person or group
- Details including implicit, tacit, or encrypted violence or threats

Standard of life-threatening behaviors include:

- Attempting or encouraging the abduction or kidnapping of a specific person or group
- Description or images of abduction or kidnapping
- Involving details of hiring a contract killer or committing or planning a murder
- Description or images of physical injury
- Implying suicide or including a plan to commit suicide
- Including details or a plan to gather people to commit mass suicide

C. Impersonation & False Information

This prohibited category of content under BAND's Terms of Service and Activity Policy may align with the "Disinformation or Misinformation" category listed under California AB-587.

Standard of impersonation & false information include:

- Creating profile information (profile name, profile image, etc.) or a Band introduction (Band name, description, image, etc.) that may lead to being incorrectly perceived as a specific individual or group
- Attempting impersonation by using stolen images or images not authorized by the rights holder
- Using images or names with a clear intent to deceive others
- Bands that hide their purpose and mislead users about ownership or management rights
- Acts of false or exaggerated advertising for investment or agreeing to compensate for losses or guarantee returns
- Acts of posting false information or illegal content, including, but not limited to, illegal multi-level marketing and fund-raising business without permission
- Acts where a quasi-investment advisory business entity that is not an investment advisory business entity, ordinary corporation, or individual gives investment advice or is entrusted to manage capital
- Other acts prohibited in relation to fund-raising business without permission and quasi-investment advice pursuant to relevant statutes

D. Controlled Substance Distribution

The "Controlled Substance Distribution" category under California AB-587 is not explicitly defined in BAND's Terms of Service or Activity Policy. However, under the category of "Other Illegal Contents", we do not allow:

- Glamorizing/Recommending/Encouraging illegal gambling and illegal drugs
- Content that stirs up actions concerning drug use or intentions or circumstances for drug dealing
- Selling or recommending products prohibited or restricted on e-commerce
- Alcohol, cigarettes, drugs and antipsychotic drugs, medicines

E. Foreign Political Interference

The “Foreign Political Interference” category under California AB-587 is not explicitly defined in BAND’s Terms of Service or Activity Policy.

Section 3. Content Moderation Practices (§ 22677(a)(4))

A. Existing Policies (§ 22677(a)(4)(A))

Band’s policies, which include but are not limited to, Terms of Service, Activity Policy, Efforts to Protect Youth, and Reporting Infringement of Your Rights, outline what is and is not allowed when using our services or platform.

In particular, Activity Policy states in pertinent part:

“BAND is a space where people gather to share posts and images, a space to share one’s thoughts and information, and a space to share stories about daily life and interests. BAND, a space for communication, dedicates itself to helping each individual to connect easily with various communities. We also ponder the value necessary for users to continue with enjoyable and beneficial meetings with others.

BAND believes that the most important part of communication between members is a space where diversity is respected and a safe environment is maintained to gain the trust of our users based on the foundation of consideration for one another. BAND wants users to freely express their opinions on BAND, and supports freedom of expression. However, freedom of expression does not include the sharing of harmful content. We believe that finding a means of balance between the two is the way to improve our services as well as to maintain an enjoyable BAND life.

In order to maintain a space founded on trust and consideration, BAND gathers necessities and informs users of them through an activity policy and the application of this policy on BAND. BAND’s activity policy is continuously revised and improved through constant consideration, and we will strive to include the necessary principles in order to create a pleasant service.”

B. Content Moderation Systems (§ 22677(a)(4)(B))

System monitoring and monitoring-related technology:

BAND operates a system that automatically moderates harmful content to quickly detect and block a wide range of such content. System automated moderation refers to building data within the BAND service based on the disciplinary outcome of user

reports, and the system detecting and processing problematic content (text, image/video, URL, etc.) according to such data. Its mechanism involves the system to handle the entire process, from filtering the target content to taking disciplinary action, or the system to detect potentially harmful content and deliver them to the monitoring specialist, who conducts additional in-depth review of whether disciplinary action is needed and decides the final processing method. To quickly eliminate detrimental content shared in the service and prevent any additional harm caused by the proliferation of such content, system filtering is applied to every content registered in the entire BAND, from public to private BANDs.

C. Response to Users (§ 22677(a)(4)(C))

How user reports are currently handled:

Providing a clean and pleasant service that protects users from uncomfortable materials, such as spam and harmful content, is essential for a safe community activity. Reporting features are everywhere in the BAND service to quickly block any uncomfortable content. Users can report through all the key features provided by BAND, including posts, comments, images/photos, chat messages, attachments, and BAND covers, and reports are immediately submitted to the BAND service. Contents that cumulative number of reports exceeds a certain amount are automatically concealed and protected from appearing to those suspected of violating the terms of service. However, not all reported cases are sanctioned. Whether to take disciplinary action and the disciplinary method are determined in accordance with the service policy details. If a content is disciplined, it is either hidden or deleted. If an active BAND itself is subject to disciplinary measures, its search exposure is restricted or its access is limited and closed. Those who registered a problematic content or operated a problematic BAND may face disciplinary actions ranging from a simple warning to restriction on content generation and service use, which may last at least one day or permanently. When a content or user is disciplined, the user associated with the disciplinary action is informed of its details, period, and reason immediately upon implementation.

D. Removals (§ 22677(a)(4)(D))

Current measures against each subject of disciplinary action:

The BAND service offers features to create groups (individual BANDs), upload

posts/comments/images/attachments within individual groups, and send chat messages in individual BANDs. Any content that violates the terms of service and activity policy (posts/comments/images/attachments/chat messages) is concealed or deleted depending on the reason for and level of disciplinary action. Users who registered problematic content face different discipline levels depending on the severity of the content or frequency of the disciplinary action—they may be restricted from creating content for a certain period of time (1 day, 3 days, 7 days) or using the service for a certain period of time (7 days, 30 days, permanently). If a group itself is found to be harmful, it is restricted from being identified and publicly exposed in search results or access restricted for a set period to block access to its content depending on the severity level before finally closing the BAND.

E. Terms of Service Availability (§ 22677(a)(4)(E))

Languages of the service UX and terms of service:

The languages in which the service UX and the terms of service are the same are English, Korean, Japanese, and Chinese. Furthermore, while the default language of the terms of service is offered in English, the service UX is available in specific languages, including English, Korea, Japanese, Chinese, Spanish, Russian, Indonesian, and Thai.

Section 4. Content Moderation Metrics (§ 22677(a)(5))²

1- Flagged Items

1-1. Summary

(1) Summary_VIOLATION CATEGORY

CATEGORY	2023 3Q	2023 4Q	2024 1Q	2024 2Q	2024 3Q	2024 4Q
Hate Speech	391	385	357	462	453	379
Self-Harm	153	103	125	136	192	159
Impersonation	-	-	-	-	507	1,081
Illegal Contents ³	4,065	3,265	3,214	3,863	3,595	5,252
Total	4,609	3,753	3,696	4,461	4,747	6,871

(2) Summary_CONTENT TYPE

CATEGORY	2023 3Q	2023 4Q	2024 1Q	2024 2Q	2024 3Q	2024 4Q
CONTENTS	1,777	1,191	1,202	1,316	1,507	1,595
CHAT	779	760	722	681	893	679
BAND	2,053	1,802	1,772	2,464	2,347	4,597
USER	-	-	-	-	-	-
TOTAL	4,609	3,753	3,696	4,461	4,747	6,871

(3) Summary_IDENTIFICATION SOURCE

CATEGORY	2023 3Q	2023 4Q	2024 1Q	2024 2Q	2024 3Q	2024 4Q
User report	4,423	3,532	3,461	3,860	4,438	5,193
Moderator Review	186	219	232	600	307	1,678

² The information provided in this section of the report pertains to users and contents in the United States (US figures only). The metrics are best estimates available and capable of being extracted in BAND's systems at the time of this report. These metrics are prepared for the purposes of California AB-587 and may not be suitable for other purposes.

³ For "Flagged Items", the category "Illegal Contents" pertains to all illegal contents, including illegal drug use and distribution.

Machine Detection	-	2	3	1	2	-
Total	4,609	3,753	3,696	4,461	4,747	6,871

1-2. Detailed Status

(1) Hate Speech

CATEGORY		2023 3Q	2023 4Q	2024 1Q	2024 2Q	2024 3Q	2024 4Q
USER REPORT	CONTENTS	262	227	180	275	192	190
	CHAT	77	102	124	127	222	137
	BAND	52	56	53	60	37	50
MODERATOR REVIEW	CONTENTS	-	-	-	-	-	-
	CHAT	-	-	-	-	2	2
	BAND	-	-	-	-	-	-
MACHINE DETECTION	CONTENTS	-	-	-	-	-	-
	CHAT	-	-	-	-	-	-
	BAND	-	-	-	-	-	-
TOTAL		391	385	357	462	453	379

(2) Self Harm

CATEGORY		2023 3Q	2023 4Q	2024 1Q	2024 2Q	2024 3Q	2024 4Q
USER REPORT	CONTENTS	75	55	42	63	62	60
	CHAT	20	17	46	21	97	34
	BAND	58	31	37	52	33	65
MODERATOR REVIEW	CONTENTS	-	-	-	-	-	-
	CHAT	-	-	-	-	-	-
	BAND	-	-	-	-	-	-
MACHINE DETECTION	CONTENTS	-	-	-	-	-	-
	CHAT	-	-	-	-	-	-
	BAND	-	-	-	-	-	-
TOTAL		153	103	125	136	192	159

(3) Impersonation

CATEGORY		2023 3Q	2023 4Q	2024 1Q	2024 2Q	2024 3Q	2024 4Q
USER REPORT	CONTENTS	-	-	-	-	279	380
	CHAT	-	-	-	-	-	-
	BAND	-	-	-	-	228	701
MODERATOR REVIEW	CONTENTS	-	-	-	-	-	-
	CHAT	-	-	-	-	-	-
	BAND	-	-	-	-	-	-
MACHINE DETECTION	CONTENTS	-	-	-	-	-	-
	CHAT	-	-	-	-	-	-
	BAND	-	-	-	-	-	-
TOTAL		-	-	-	-	507	1,081

(4) Illegal Contents⁴

CATEGORY		2023 3Q	2023 4Q	2024 1Q	2024 2Q	2024 3Q	2024 4Q
USER REPORT	CONTENTS	1,277	756	797	717	758	557
	CHAT	682	641	552	533	572	506
	BAND	1,920	1,647	1,630	2,012	1,958	2,513
MODERATOR REVIEW	CONTENTS	163	153	183	261	216	408
	CHAT	-	-	-	-	-	-
	BAND	23	66	49	339	89	1268
MACHINE DETECTION	CONTENTS	-	-	-	-	-	-
	CHAT	-	-	-	-	-	-
	BAND	-	2	3	1	2	-
TOTAL		4,065	3,265	3,214	3,863	3,595	5,252

⁴ This pertains to all illegal contents, including illegal drug use and distribution.

2- Actioned Items

2-1. Summary

(1) Summary_VIOLATION CATEGORY

CATEGORY	2023 3Q	2023 4Q	2024 1Q	2024 2Q	2024 3Q	2024 4Q
Hate Speech	20	8	30	50	44	44
Self-Harm	-	-	-	-	-	-
Impersonation	-	-	-	-	4	274
Illegal Drug use, distribution ⁵	-	-	-	9	16	193
Total	20	8	30	59	64	511

(2) Summary_CONTENT TYPE

CATEGORY	2023 3Q	2023 4Q	2024 1Q	2024 2Q	2024 3Q	2024 4Q
CONTENTS	4	6	2	15	13	45
CHAT	13	2	28	36	39	36
BAND	-	-	-	6	10	233
USER	3	-	-	2	2	197
TOTAL	20	8	30	59	64	511

(3) Summary_IDENTIFICATION SOURCE

CATEGORY	2023 3Q	2023 4Q	2024 1Q	2024 2Q	2024 3Q	2024 4Q
User report	20	8	30	50	47	317
Moderator Review	-	-	-	9	17	194
Machine Detection	-	-	-	-	-	-
Total	20	8	30	59	64	511

⁵ For “Actioned Items”, the category “Illegal Drug use and distribution” pertains specifically to illegal drug use and distribution.

2-2. Detailed Status

(1) Hate Speech

CATEGORY		2023 3Q	2023 4Q	2024 1Q	2024 2Q	2024 3Q	2024 4Q
USER REPORT	CONTENTS	4	6	2	14	5	7
	CHAT	13	2	28	36	38	35
	USER	3	-	-	-	-	1
	BAND	-	-	-	-	-	-
MODERATOR REVIEW	CONTENTS	-	-	-	-	-	-
	CHAT	-	-	-	-	1	1
	USER	-	-	-	-	-	-
	BAND	-	-	-	-	-	-
MACHINE DETECTION	CONTENTS	-	-	-	-	-	-
	CHAT	-	-	-	-	-	-
	USER	-	-	-	-	-	-
	BAND	-	-	-	-	-	-
TOTAL		20	8	30	50	44	44

(2) Self-Harm

CATEGORY		2023 3Q	2023 4Q	2024 1Q	2024 2Q	2024 3Q	2024 4Q
USER REPORT	CONTENTS	-	-	-	-	-	-
	CHAT	-	-	-	-	-	-
	USER	-	-	-	-	-	-
	BAND	-	-	-	-	-	-
MODERATOR REVIEW	CONTENTS	-	-	-	-	-	-
	CHAT	-	-	-	-	-	-
	USER	-	-	-	-	-	-
	BAND	-	-	-	-	-	-
MACHINE DETECTION	CONTENTS	-	-	-	-	-	-
	CHAT	-	-	-	-	-	-
	USER	-	-	-	-	-	-
	BAND	-	-	-	-	-	-
TOTAL		-	-	-	-	-	-

(3) Impersonation

CATEGORY		2023 3Q	2023 4Q	2024 1Q	2024 2Q	2024 3Q	2024 4Q
USER REPORT	CONTENTS	-	-	-	-	-	-
	CHAT	-	-	-	-	-	-
	USER	-	-	-	-	2	137
	BAND	-	-	-	-	2	137
MODERATOR REVIEW	CONTENTS	-	-	-	-	-	-
	CHAT	-	-	-	-	-	-
	USER	-	-	-	-	-	-
	BAND	-	-	-	-	-	-
MACHINE DETECTION	CONTENTS	-	-	-	-	-	-
	CHAT	-	-	-	-	-	-
	USER	-	-	-	-	-	-
	BAND	-	-	-	-	-	-
TOTAL		-	-	-	-	4	274

(4) Illegal Drug use, distribution⁶

CATEGORY		2023 3Q	2023 4Q	2024 1Q	2024 2Q	2024 3Q	2024 4Q
USER REPORT	CONTENTS	-	-	-	-	-	-
	CHAT	-	-	-	-	-	-
	USER	-	-	-	-	-	-
	BAND	-	-	-	-	-	-
MODERATOR REVIEW	CONTENTS	-	-	-	1	8	38
	CHAT	-	-	-	-	-	-
	USER	-	-	-	2	-	59
	BAND	-	-	-	6	8	96
MACHINE DETECTION	CONTENTS	-	-	-	-	-	-
	CHAT	-	-	-	-	-	-
	USER	-	-	-	-	-	-
	BAND	-	-	-	-	-	-
TOTAL		-	-	-	9	16	193

⁶ This pertains specifically to illegal drug use and distribution.

Annex A: BAND's Terms of Service

Nice to meet you, Service users!

We would like to introduce you with basic information relating to service use that you might be curious about while using service. You will be able to understand the rights, obligations, responsibilities, and other necessary matters between NAVER (hereinafter "Company" or "Service") and Subscriber (hereinafter "Subscriber" or "You") and the Company is posting these Terms of Use in the service for You to easily access. Company will make its best efforts to provide stable service in a continuous manner and we sincerely hope to get closer to You with these Terms of Use we are introducing to you.

The definition and interpretation of the terms used in this agreement is as follows.

"Service" refers to BAND, BAND related services and BAND for Kids that can be used regardless of the device (including all sorts of wired/wireless devices including PC, TV, portable device and etc.) "Subscriber" refers to a customer who logs into Service, signs an agreement for use with the Company in accordance with these Terms of Use and uses Service provided by the Company. "Content" is messages, photos, videos, files and links composed of signs, characters, sounds, pictures and movies that You had posted on the Service while using the Service.

The Terms of Use will be posted for you to easily understand and be modified upon sharing with you in advance.

Company will post the Terms of Use within the Service or connecting page so that You can easily access the content. The Company may amend the Terms of Use within the scope of not violating relevant laws. In the case when the Company amends the Terms of Use, it shall post a public notice in Service with clear statement of the application date and the reason of amendment for at least seven (7) days along with existing Terms. However, if the change is unfavorable to You, the Company shall post such change within the service for a certain period of time and notify You clearly of the

modification via other possible electronic means, such as agreement pop-up during login.

If the Subscriber fails to express any disagreement explicitly for content that is announced as having an amended version of Terms of Use by the Company, the Company shall consider this as an agreement by the Subscriber with the amended version of Terms of Use. When You do not agree to the application of amended Terms of Use, the Company cannot apply the amended provisions, and You may terminate the Agreement. In case the existing Terms of Use cannot be applied for special reasons, the Company may terminate the use agreement with You. If any part of this Terms of Use shall be concluded to be inapplicable, the remainder shall remain effective.

The Terms of Use and Activity Policy will be complementary.

Company may prepare a separate terms and conditions of use and [Activity Policy](#) ("Operation Policies") for each respective Service. Situations and incidents that are not defined herein or the interpretation of the Terms of Use will be handled in accordance to the [Activity Policy](#), related laws and business practices.

You will go through several steps before the actual use of Service.

The agreement is established with approval of Company at a request of a person who wishes to be a Subscriber (hereinafter "Subscription Applicant") to apply oneself as Subscriber upon consenting to the details of the Agreement. As a general rule, the Company grants the Subscription Applicant the right to use the Service. However, the Company may disallow use or terminate the agreement at a later date in the following cases: First of all, if the Subscription Applicant previously lost his/her rights as a Subscriber, due to provisions in the Terms of Use; however, those who were permitted to re-subscribe as a Subscriber to Company are an exception; secondly, if the Subscription Applicant provides false information or does not provide information requested by the Company; thirdly, if the approval of subscription is impossible due to a reason attributable to the Subscription Applicant or if the application is made violating provisions set forth herein. Fourth, there are age limits for joining each service.

- BAND & BAND related services: Age 13 and older
- BAND for Kids : Age 3 to 12

Other than these cases, the Company may reserve approval if there is a lack of service-related facilities or if technical or managerial issues are present.

In accordance with this content, if the Subscription application is not approved, or is deferred, then as a general rule, the Company will notify the Subscription Applicant of the decision. The agreement for use will become effective when the Company shows that the application is completed on the application process. The Company may classify Subscribers based on Service policies, and differentiate the conditions of each use category by segmenting use time and number of usages and service menus.

You can change your personal information at any time.

You can view and change your personal information at any time on the profile setting screen. The Subscribers must notify the Company of any changes in information submitted in the subscription application by changing the pertaining information on profile online. If there is a change to mobile phone number or if you are inactivating the phone, you must update Subscribers's account information within forty eight (48) hours. If not, your contents could be sent to a third party who has acquired your existing phone number. The Company will not be responsible for any loss experienced by the Subscribers due to his/her failure to update his/her personal information.

We make efforts to protect your personal information.

The Company protects your personal information according to related laws, and with regard to protection and use of personal information, related laws and service's privacy policies are applied. However, if child pornography is distributed, a large scale of pornography is distributed, or if content deemed to be life-threatening is discovered, the Company may provide personal information to related law enforcement agencies apart from the Company's privacy policies. In addition, the Company may check the contents of a post if there is a need to verify the compliance with related legislation or these Terms of Use, and may provide the contents of posts or chats to the related law enforcement agencies according to related laws.

If you have not logged in or accessed Service for a certain period of time, your information may be destroyed or stored separately after prior notification via email, in-Service alert, or other appropriate electronic means, and the related Service Terms of Use may be terminated if you continue to not access the Service. For more detailed information, please refer to the Long-Term Inactive Account section in our Activity Policy .

The Company's privacy policies are not applied to other linked websites other than the official website.

Your location information is managed in a safe manner.

The Company may provide location-based service to enable a sharing of information in a more useful manner. For this, we provide free service based on location information that we receive from location information agencies. You can share your real-time location to members or receive the location that other members share. Real-time location information can be shared while the app is running in the background or foreground. The main methods of collecting personal location information includes collecting real-time location information through station-based (Cell method) mobile phone; collecting through GPS information via dedicated terminal where GPS chip is built-in, and collecting through Wi-Fi information gathered with a dedicated terminal where Wi-Fi chip is built in. The accuracy of location information may differ by the network coverage or status of wireless internet connection, etc., so your location on the map can be different from your actual location.

The Company automatically records a data confirming use•provision of your location information for your location information agent to location information system in compliance with Act on Protection and Use of Location Based Information and such information is stored for more than 6 months. The Company shall not provide any information in relation to the stored data to a third party without your prior consent and when your personal location information is provided to third parties, the personal location information agent will be informed of the recipient and purpose of provision for approval. In addition, every time your personal location information is provided to a third party designated by the personal location information agent, you will be immediately notified about the recipient, the date and time of provision, and the purpose of provision on the device that collected the personal information. However, if the device that collected the location information cannot receive texts, voices, or videos, or if you have requested in advance to be notified via a specific device or email address, we will notify you in that way.

If you don't want the utilization of location-based service, You can defer your consent on some part of scope for location information collection or details in the Terms of Use or part of the information recipient scope as well as on some of location-based service or withdraw your consent on all or some part of abovementioned areas. If you are withdrawing your consent to some or all part of agreed details, the Company shall destroy collected information without delay and when withdrawing some part of your consent, it will be confined to the personal location information and data confirming collection•use•provision of your location information of the withdrawing area. And also,

you may call for a temporary suspension of collection/use/provision of location information, at any time, and the Company has prepared technical means to reflect such demand. When collecting, using, or providing personal location information of a Korean user under the age of fourteen (14), or providing his/her personal location information to a third party designated by the personal location information agent, we gain consent from both the user, who is under 14, and his/her legal representative. The registered legal representative may exercise the right to retain, withdraw and suspend, as well as access and request, consent and permission of the user under 14.

If the Company is unable to continue the Service due to change of policy of location-based service providers including a change in various matters within the Company or errors in law, it may restrict some or all part of the Service or change or even suspend the Service and in the occurrence of such suspension, the Company shall notify of such matter through a notice on the internet in advance or inform the personal location information agent. Other than these, should any dispute arise concerning location information, which has not been or cannot be resolved with personal location information agent, it may be applied for a ruling before Korea Communications Commission in accordance

The Company safely protects your location information, and designates a location information manager (director Lee, Jinkyu) to manage the information. The location information service provider NAVER is located at NAVER 1784, Jeongjail-ro, Bundang-gu Seongnam-si, Gyeonggy-do, Republic of Korea. Please contact the Help Center for inquiries about location information.

We guide you through important information and we are also open to your opinion.

The Company may send important notices to You through notification in Service or with other methods deemed appropriate by the Company, unless specified otherwise in provisions in the Terms of Use.

The Company must resolve opinions or complaints filed by Subscribers related to the use of Services, if such opinions or complaints are deemed justifiable. The resolution process and results of opinions or complaints filed by Subscribers must be shown to Subscribers through Help Center or other methods determined by the Company.

Respective BAND and contents can be operated and exposed depending on the type.

Each Band's type differs by several options such as searching, exposure, joining, following, etc. There are 4 types of Band: A Secret Band (will not be exposed to search results), a Closed Band (its name and description can be searched and a partial preview of latest posts can be viewed according to settings), a Public Band (its posts and comments can be searched), and a Page (only an admin may post and users may follow). You can be invited, search and join, or become a follower. To join a Secret Band, you should be invited by a current member of that Band.

The Band admin/co-admin will be granted with an authority to approve or deny the member sign-up and/or withdraw a member who is already joining the Band. In addition, the Band admin/co-admin may use the editing feature applicable to the posting by a member in Band to share with others beforehand or afterward.

The Band admin also may create a post and introduce members to make payment through Stripe. After you complete payment through Stripe, the Band admin may be able to delete the post. You agree that payment feature is provided by Stripe and any dispute regarding your payment between you and Admin/other users or between you and Stripe will be resolved between you and Admin/other users or between you and Stripe. NAVER is not responsible for resolving such disputes or refund from Stripe.

Non-members may view the contents or leave expressions on posts in a public Band that can be previewed while searching and the Band and its contents are exposed in Band search results as well as those of NAVER. When a user searches for a word that is included in the Band name or Band introduction, some information such as the Band name, introduction, cover photo, and member count are exposed in search results within Band in case of a Closed Band. The public chat room that is provided to public BANDs are considered as a forum and the chat history is recorded. In order to help new members to get familiar with older members, new members can view previous chat history.

The registered content and chats may be deleted after a certain period depending on the characteristics or settings of Band. Also, storage space is provided differently according to Band activity and old attachments may be deleted to secure space when the storage space is full.

There are things that you need to know about Band paid services.

Band paid services refers to various paid online digital contents (includes various information contents, items, other paid contents) and the network sales or network brokerage service that provide the base of these services. The Company will continue to strive to provide safe transaction methods for paid service users(hereinafter referred to as 'users') and maintain a stable paid service.

The Company maintains a security system in order to provide users with safe paid services, and therefor protects the user's personal information (including credit information), and the Company informs of these privacy practices and complies with them. When an order and payment for Band's paid service is made, to provide smooth communication, delivery, and inquiries between trading partners, the Company may provide necessary personal information to the partner within the boundaries allowed by the law.

Before purchasing products related to Band's paid services, the user must read and confirm the product details and transaction conditions. The user is responsible for all loss and damages that occur due to the negligence of the user on product details and transaction conditions. In addition, the user must use a payment method that is authorized under their name, and may not temporarily use another person's payment method. The user is responsible (applies to company, legitimate owner of payment, electronic billing agency or business sales user) for all loss and damages that occur due to the use of another person's payment method. The Company may terminate or cancel the transaction until it is determined that the transaction proceeded in a just and legitimate method. In addition, repeating unwanted purchases, use of paid services through illegitimate methods, and accessing the system through illegitimate methods are all prohibited.

In order for a minor to use Band's paid services, a legal guardian must agree to the transaction for proper purchase of products. Any transactions without the consent of a legal guardian may be canceled by the minor or the legal guardian.

Anything else not mentioned in this document follow the policies and regulations declared by the Law on Consumer Protection in Electronic Commerce, Act on Promotion of Information and Communications Network Utilization and Information Protection, Electronic Financial Transactions Act, and other related legislatures and policies.

We would like you to respect the rights of the Service and Writer.

All copyrights of the post that Band had uploaded to Service vest in the creator of the post. The copyright and intellectual property rights to Service belongs to the Company, however it shall not be applicable to post that You had created or creation provided accordingly to the partnership agreement. The copyrights and other intellectual property rights to trademarks, service marks and logos related to Services provided by the Company, including designs of Service provided by the Company, text, scripts, graphics created by the Company, and functions that allow exchange between Subscribers belong to the Company, in accordance to provisions in related legislation

or the Company has ownership or the right to use such copyrights or intellectual property rights. The content you provide may be used for the purpose of research and development of technologies in the artificial intelligence domain, etc., to enhance the service or provide new services.

The Company only grants the Subscriber the right to use the Service, in accordance to conditions defined by the Company, and You cannot transfer, sell or use other means to dispose of such rights. You are not granted with the right to own the Service or gain copyright ownership of the Service through these Terms of Use, but only are granted with a permission from the Company to use the Service, to gain information from the Service, and to use the Service in its given state for personal purposes only.

You must not use, copy and/or distribute Subscriber's status information, which is acquired through the Service, for profit-making purposes, other than contents permitted explicitly and may not copy or distribute mutual transmission feature for text, script, graphic created by the Company. However, except for a case where You had been explicitly granted with written permission from the Company, you shall not attempt to create derivatives, reverse-file or extract source code in regards to Service or software within.

There are several matters that you need to know about Service use.

The following actions must not be performed within the Service for sound use of the Service.

Such actions refer to using the Service against its original purpose and include the followings: 1) Submitting false information when subscribing or changing information 2) Illegally using other person's information 3) Illegally collecting or disclosing other Subscriber's personal information or registration/ usage history. 4) Posing risk to account security including allowing other to access one's account 5) Distributing false information for the purpose of providing monetary benefits or posing damage to others 6) Using Service to encourage or mediate unsound relationship or 7) Actions that defame or damage individual or group's reputation.

Also, we ask the Subscriber not to change information posted by the Company or use the Service for profit-making purposes, without approval from the Company. Subscribers shall not falsely represent oneself as the Company or the third party. Illegally using other's identity, infringing on intellectual property rights, damaging reputation and interrupting Company's business shall also be prohibited. Transmitting or posting information (including computer program) other than information decided by the Company or disclosing and posting information on Service that contain sexually explicit or violent messages, videos or sounds, other contents that go against good

public order and customs, or content that deceives others such as impersonating another person or asserting false facts shall also be banned.

Any action of aiding or encouraging activities stipulated above or unlawful or improper activities are also prohibited and You must abide by related legislation, the provisions herein, [Activity Policy](#), notice on use and other matters notified in regards to the Service as well as the notices informed by the Company and shall not interfere with the Company's business.

Please refer to our [Activity Policy](#) for more details regarding notices.

You could be restricted for Service use in unavoidable circumstances.

The Company promises to treat your content carefully based on a variety of information and opinions, but it does not check and manage all content. If your content is in violation of related laws, Terms of Use, or [Activity Policy](#), it may be set to private, deleted, or not registered.

If Your content includes material violating related legislation, the right holder may demand a suspension, etc. of the posting in a procedure set by related law, and the Company shall take measures in accordance with the related legislation. Also, even though there is no demand from the right holder, a temporary measure or deletion/shut down, etc. can be taken for a group in accordance with the related legislation if the group has content which is deemed to have infringed on the right of others or violated Company policy or other related legislation.

If you violate any obligations or interfere with normal operations of service, the company can limit your use of service by warning, temporarily terminating, and permanently terminating your account. However, providing illegal software, disrupting operation, illegal communication and hacking, distributing malicious software, exceeding access limits, mechanical activity and other acts that violate related laws and any act that circumvents the Company's technical measures to prevent abuse of the Service, such as attempting to do anything that is not considered normal Service use or is prohibited by the Service may result in immediate permanent account terminating. All benefits acquired through Service use shall become extinct during permanent suspension, and Company shall not make additional indemnification for such matter. The Company shall follow policies stipulated in Restrictions on use and [Activity Policy](#) for conditions and details of restrictions.

Company shall notify upon its Subscribers via set notification method in case of restricted Service use or cancellation of agreement, and if You were to raise an objection to the restriction measure taken by the Company, You shall do so in

compliance with process set by the Company. When the Company acknowledges the objection of the Subscriber just, the Company shall reinitiate the Service immediately.

We are strictly against and do not allow any pornography of Child and Youth.

Child and Youth is our future, and they should be protected by everyone. In order for Child and Youth to learn proper values and grow into healthy members of the society, Company will continue to pursue and create a healthy and safe environment to the best of its abilities.

In case of pornography of Child and Youth, in addition to general pornography, any threats to disseminate revealing images, sexual services, or suggesting such acts may be considered related. Also, even if the pornography was disseminated in order to raise awareness of child pornography and sexual offenses, if the content includes explicit pornographic material such acts may be considered related.

The company will take immediate action if any obscene content including a person considered to be a minor is found. In addition, coordinated response with judicial authorities could be implemented for example, the user who distributed or published such material will receive the highest disciplinary measures and related material could also be provided to investigating authorities.

The company is always open to any reports of pornography of Child and Youth. In addition, the company will continue to work hard to protect minors from such dangers. For other policies related to the protection of Child and Youth, please refer to BAND's [Efforts to Protect Youth](#).

We try hard to provide stable Service.

Company provides all Services including BAND service and service provided to the Subscriber that has been developed by the Company, or has resulted from partnership agreements signed with other companies. As a rule, Service must be provided 365 days a year, 24 hours a day. However, the Company may segment the Service into parts, and designate usable times to each part, with a prior notification. The Company is eligible to provide part or all Service differently to each Subscriber depending on identification status, registered information, and the conditions set forth by the Company.

Also, the Company may temporarily suspend the Service due to reasons such as maintenance, replacement or malfunction of information and communication facilities,

including computers, loss of communication or major operational issues. If such incidents arise, the Company must notify the Subscriber using the method designated for its Subscribers. However, the Company may notify Subscribers ex post facto if situations prohibit the Company from posting a notification in advance. Other than these, the Company may conduct regular maintenance if it is necessary for Service provision, and maintenance must be conducted on the time posted on the Service webpage.

Service is subject to change from time to time.

Company may modify parts or the whole Service if operational or technical necessities arise due to significant reasons. If modifications have been made to the Service contents, use method and/or time, then Subscribers must be made fully aware of details including the reason for such modifications, the modified sections of the Service, and provided date before such modifications are made using methods easily recognizable by you such as through Notifications in the pertaining Service.

The Company may modify, suspend, or update portions of, or the whole Service, which is provided free-of-charge, if it is necessary for the Company's policy or for operational needs and the Company may not provide separate compensation to You, unless specified in provisions of related laws.

We can provide a variety of information.

In order to use the Service, you may need to view ads. This allows us to provide you with a variety of services free of charge in principle and is the basis for providing a better service by investing in new research and development. You are liable for data charges that may be incurred while using BAND according to the user agreement signed with your service provider, and for any additional costs incurred by viewing included ads. If you wish to use BAND without ads, you can get rid of ads displayed on BAND by purchasing and using ad-free BAND.

Company may provide information that is deemed to be useful to Subscribers while using the Service using methods such as notice or in-Service alert and in such cases, the Subscriber may refuse to accept the information, excluding information on transactions and customer inquiries, as is stated in related laws, at any time. However, prior approval from the Subscriber is needed when transmitting for-profit information, through phone or similar methods including SMS.

In association with the Service operation, the Company may place advertisements on the Service webpage, homepage etc. The Subscriber shall not modify, update or restrict Postings or information related to the Service provided by the Company.

Below are the details regarding your service cancellation.

You may request termination of the contract at any time through the account deletion page in the service, and the company will process your request without delay in accordance with the relevant laws and regulations. In the meantime, the company may also terminate the contract on our own regardless of your request in case of any event categorized as a reason for termination under the terms and conditions. For your reference, as an effort to proactively protect long-term inactive account, the company terminates the contract for long-term inactive account that have not been connected for more than 3 years. For more detailed information, please refer to the Long-Term Inactive Account section in our Activity Policy .

In the event you wish to terminate the contract or the company terminates the contract, all of your data (including all data registered under your account such as your profile photo) will be destroyed upon termination and will not be recoverable unless the account information is retained by the company in accordance with the relevant laws and the personal information processing policy. If you're an Admin or a Co-Admin of a Band, your role will be automatically transferred and you'll be removed from the Band. If you're the last member to leave the Band, the Band and all of its contents will be deleted. However, the posts that have been saved or scrapped to be reposted by others, and posts that have been uploaded on public boards will not be deleted. As such, please delete such posts prior to deleting your account in the event you wish to terminate the contract.

There are several exceptions to the responsibility imposed during Service operation.

The Company shall be exempt from liability for providing services in the event of natural disasters or any force majeure. Unless otherwise provided by relevant laws, the Company shall not be liable for special, indirect, and punitive damages, which are usually unforeseeable or arise from exceptional circumstances. Furthermore, the Company shall not be responsible for service disruptions or communication failures due to your fault, such as the loss of access media and device.

Furthermore, the Company shall not be responsible for the credibility and accuracy of the information, document and facts that You had posts regarding Service and the Company shall be exempt from liabilities for the exchange which is made among Subscribers or between Subscribers and the third person with the Service being medium. The Company shall not be responsible for use of Service provided for free unless specified otherwise in relevant law.

BAND for Kids will be affected by below.

Users under the age of 13 (hereinafter "children") can only join BAND for Kids. Consent of a guardian, including a legal representative (hereinafter "guardian"), must be required to allow children to use the service in accordance with country-specific (countries where the Service is provided) laws. If children are using the service with the consent of a guardian, he/she is responsible for their activities. Guardians can manage Children's activities with features provided by the Company.

BAND for Kids does not support features such as searching or creating Bands, sharing locations or places, etc. to provide a safe environment for children. There are no advertisements or paid services such as the sticker shop. Users of BAND for Kids can only join private groups for children by accepting an invitation.

Lawsuits filed between the Company and Subscriber shall be governed by the laws of the Republic of Korea and all the conflicts hereunder shall follow the Code of Civil Procedure.

If you have any questions or need assistance with our Services and/or these Terms, please contact the Help Center.

Date of implementation: December 21, 2024

Annex B: BAND's Activity Policy

BAND is a space where people gather to share posts and images, a space to share one's thoughts and information, and a space to share stories about daily life and interests. BAND, a space for communication, dedicates itself to helping each individual to connect easily with various communities. We also ponder the value necessary for users to continue with enjoyable and beneficial meetings with others.

BAND believes that the most important part of communication between members is a space where diversity is respected and a safe environment is maintained to gain the trust of our users based on the foundation of consideration for one another. BAND wants users to freely express their opinions on BAND, and supports freedom of expression. However, freedom of expression does not include the sharing of harmful content. We believe that finding a means of balance between the two is the way to improve our services as well as to maintain an enjoyable BAND life.

In order to maintain a space founded on trust and consideration, BAND gathers necessities and informs users of them through an activity policy and the application of this policy on BAND. BAND's activity policy is continuously revised and improved through constant consideration, and we will strive to include the necessary principles in order to create a pleasant service.

BAND, where diversity is respected

- **BAND is autonomously managed through an admin.**

Creating a BAND means to create a space not only for family, friends, and close acquaintances, but also a space for communication between members who share similar interests. The person who creates a BAND becomes the admin, and BAND can be managed in different ways in accordance with each admin's selected options. Unlike ordinary members, the admin has the authority to control the BAND in general, and co-admins can delete posts/comments, withdraw members, and manage other administrative matters for BAND management. The scope of authority that co-admins have or the number of co-admins may change depending on the admin's designations. To the extent that it is important to manage and take responsibility for BAND as admins and co-admins, we ask that you properly exercise your authority to satisfy the characteristics of the participating members and of BAND.

With such authority held by the admin, they must also be prudent with their adminship. If an admin can no longer use BAND due to inevitable circumstances or death, the BAND service allows for the direct authorization of an admin. In the event that an admin has passed away, if the death certificate

is sent to us the admin's authority can be appointed after confirmation. In the event that an admin has not logged into the service for a long time and there is no record of a log in (3 months for a BAND with co-admins, 1 month for a BAND with one admin. However, if the leader of the School Band, where the majority of members are children or adolescents, is involved in a sexual crime, regardless of the presence of a co-leader, the leader position can be delegated if the position remains vacant for one month or longer.), one new admin will be selected after collection of the BAND members' opinions. If it is determined that there are issues pertaining to the activities or history of the BAND member who wishes to be authorized, the request for the admin authorization may be rejected.

- **There are different BAND types depending on degree of openness and management type.**

BAND supports members to enable management through different scopes of display, number of members, management type, membership terms, and more. If a BAND has a clear purpose and a form that fits the purpose, all participating members on BAND can have a pleasant BAND experience.

Although there are different ways that a BAND can be managed, there are also matters that require caution. A member who has not joined a BAND that is made public can see posts and leave emoticons. BAND and its content can be exposed through BAND searches and Naver searches. In the event that BAND is made public, it can receive many new members, gain more posts about content, and become more active, but if open display of BAND content is unwanted, special attention must be given in selecting from the viewing options. If the BAND configuration is set to public and membership is allowed only with the admin's approval, this will prevent problems that may arise with unknown members joining the BAND. If the public BAND's name and cover are made public, the content is only available to view after one has become a member. If a BAND is private, it will not show up on search results and one can become a member only if invited by the BAND. If there are more than five thousand members on a BAND, whether it is a public BAND or private, making changes to the BAND name and introduction will be limited. If a BAND's name or introduction must be changed for a BAND with over five thousand members, a request must be made to the BAND service, and the desired BAND name/introduction will be accepted for review for one change in a six-month period.

There is a BAND option that allows users to be co-admins. This applies to official BANDS such as alumni BANDS, class BANDS, student parent BANDS, and kindergarten BANDS that can be found through My Class/Alumni/Student Parent BAND searches. Co-admins of these BANDS are given the authority to manage posts and members while also taking on the responsibility of remaining

active on the BAND. If one is a co-admin but cannot remain active, another member can be authorized through the co-admin authorization function. If there are complaints from the majority of members about the co-admin, the co-admin's authority may be withdrawn without prior notice, and further options will be given to a BAND where the authorization of a co-admin has been withdrawn.

In the case of a BAND with active business transactions, the duty of managing the operation of posts pertaining to business transactions will be given to the admin, and the admin will be given the responsibility to observe the relevant laws. If the admin does not faithfully observe the BAND activity policy or consumer protection regulations related to mail orders, activities of the member performing the sales activity and the admin may be sanctioned. For business transactions or group purchases for profit, the seller information (store name, representative name, address, phone number, e-mail address, corporate registration number, terms and conditions) must be posted on the BAND announcements or on the sales post for all members to check at any time. If conflict between the mail order seller and consumer arises, the consumer can use the damage relief request agent channel provided by BAND to report damages to the organization for Consumer Damage and Dispute Resolution, and personal information of the mail order seller can be requested by the Fair Trade Commission or other related organizations in accordance with the regulations for consumer protection to resolve the conflict of BAND services. The detailed procedure for the acting damage relief request will be announced by BAND within the scope of regulations pertaining to the consumer protection of electronic commerce.

- **Free management of storage methods and storage periods.**

BAND supports the period and capacity options for chats, files, and storage space for each BAND. The storage period for chats can be set through each BAND setting and chat room settings, and the settings can be used to delete or confirm chats. To allow members to check chat content after switching devices or reinstalling the app, set the storage period to one year. If the option is set so that the chatting periods cannot be saved, the content will immediately be deleted (it may require a certain period for the change to be applied in the entire system) and all following chats will not be saved. However, if the Admin/Co-Admins enabled the "Save All Chat History" setting in the Band, you will need to provide consent regarding the setting to chat in the Band. Chat history will be stored on the server for 1 year. Upon enabling the feature, the Admin and Co-Admins can download chats sent within a one-year timeframe. (excludes chats deleted by sender and reported or hidden chats) You can withdraw your consent at anytime, but if you do so, you will no longer be able to chat in the Band.

Settings for large files can also be set to be saved or deleted after a specific period. BANDS with active file sharing can help members share and save materials through specific settings related to saving files. The storage space setting for each BAND can be managed to prevent issues with not being able to restore deleted materials shared by members. All storage spaces on BAND will be provided depending on the level of activities on BAND.

- **BAND opposes hatred and exclusion of specific individuals or specific classes.**

BAND is a small society made up of diverse people. Because it is a shared space, it is important to show consideration for others and to be protected from imprudent exclusion of a specific group. Any activity on BAND that degrades an ethnic group, religion, gender, sexual preference, disability, or disease or induces the exclusion of related groups will be determined an act of hatred. In the case that such actions are discovered on BAND, the related content may be deleted and the service activities of the concerned member(s) may be sanctioned.

In the process of a conflict between individuals or between individuals and groups, a specific individual or specific group may become the subject of public slander. To receive protection from such a case, users can access the rights violation reporting channel. The member reported will be prohibited from writing posts following the requested procedure regarding the violation of rights, and the user may receive additional protection regarding individual rights until a final decision is made by the related organization.

[See more](#)

- **Standard of hate speech:**
 - Including expressions that are demeaning, offensive, and a mockery of physical disability and deformity (demeaning or humiliating remarks related to physical disability, appearance, hygiene, etc.)
 - Including expressions that are demeaning, offensive, and a mockery of mental disability or impairment (demeaning or humiliating remarks related to mental disorder, intelligence, level of education, etc.)
 - Including expressions that are demeaning, offensive, and a mockery of social/moral deficiency or disability (demeaning or humiliating remarks related to occupation, work, personality, etc.)
 - Including expressions that are demeaning, offensive, and a mockery of race or ethnicity, national origin, religion, sexual orientation, gender identity, gender, etc.

Safe BAND

- **BAND does not allow false member information or access information.**

Activities with a fake account or other unusual actions such as access attempted through a mechanical device become potentially dangerous factors to the service. Activities conducted through false information or of anything related to mechanical activities will not be permitted, and BAND strives to protect the service from such acts.

When joining BAND, one must enter accurate information. Discovery of false information or fraud may lead to restrictions in service use. Accounts with temporary phone numbers or e-mails that are not means for continuous contact may be determined unusual and service may be restricted. We ask that users take caution when signing up or connecting accounts. Mechanical joining and log-ins that can obstruct service quality and safety will also be limited.

If the items entered at sign-up have changed, the user profile must immediately be revised to reflect the appropriate changes. Changes in mobile phone number or device require a registration of a connecting account for continual use of BAND after said changes. If the changes are not updated and cases of loss occur, BAND will not be held responsible for such losses.

- **We keep a report channel open for inappropriate content.**

The foundation of a safe BAND must be a clean and pleasant service that protects users from spam, harmful topics, and inappropriate content. In order to quickly eliminate inappropriate content, BAND offers report functions throughout its services. If you discover content or BANDs that present a problem, you can use the report function to directly make a report to the BAND service. The reported content will be immediately processed by the BAND service, and an automatic blinding process will be enforced to protect users from anything that may be harmful. However, not all content that is reported is sanctioned, and please note that the matter and method of disciplinary action are determined in accordance with the policies of the BAND service.

- **We attempt to create an evolved system filtering environment that filters out harmful content.**

In addition to the reporting service, BAND also blocks problematic content and member activity through an automatic detection system. The automatic detection system is founded on the results of disciplinary actions taken from past reports by users and uses big data constructed within the BAND service to detect and dispose of such content. The system an AI method that performs

the entire process from filtering problematic content and enforcing disciplinary action throughout the system, and it recommends additional review for potential problematic targets. Harmful content shared in the system is quickly removed, and to prevent additional problems the system filtering applies to all registered content on BAND, whether the BAND is public or private.

- **Content is managed from all angles and resolved in phases.**

Basically, all operational responsibilities pertaining to individual BANDS fall on the admin. The admin and the co-admin who is granted authority by the admin can delete inappropriate content and block or force a member out of BAND. If a user's content is not appropriate according to the BAND's purposes or it is determined that certain content makes other users uncomfortable, the admin or co-admin can sanction it, and the subject and method of said sanctions will be fully made by the admin or co-admin.

In addition to the regulations on sanctions of each BAND decided by the admin, if a member acts in a way that violates the terms, activity policies, or regulations, all management responsibilities first fall on the admin. If separate measures are not taken in spite of the warning and correction request of the BAND service, the admin may be deprived of authority or be restricted from service use. If an admin cannot maintain normal activity as a result of such a case, the BAND service can withdraw the admin's authority and appoint another member in the BAND as admin.

If other content or activities that are inappropriate to the service are reported or discovered in spite of the admin or co-admin's management, the service administrator can directly sanction it. Content that is sanctioned by the service include pornography, illegal content, and others that need to be controlled by legal or social standards. If an advertisement makes BAND users uncomfortable, the user who posted the advertisement and the BAND that allowed the posting will be subject to disciplinary action in accordance with 'Article 50.7 of the Act on Promotion of Information and Communications Network Utilization and Information Protection, Etc.' Content containing pornography, illegal content, and advertisements that are sanctioned will be blocked out or deleted, face phased restrictions in service use, be subject to restricted searching on BAND, or be shut down.

Because BAND is a space used by people of all ages, we work hard to block out all harmful content. The understanding and active cooperation of users is extremely crucial as well. We hope that all users will share stories that are appropriate to each BAND's personality and theme so that all members can remain active on BAND for a long time.

[See more](#)

- **Standard of circulative pornographic acts that fall under reasons for restriction of use**
 - Content that includes images of unclothed or overexposed private areas, or images of people wearing transparent clothing, resulting in the exposure of bare skin
 - Content that contains images of clothed people where an emphasis is placed on the male/female sexual organs or where the sexual organ's outline or curves are revealed due to close-range photography
 - Content that shows male/female sexual organs or depicts related content in a vulgar manner
 - Content that directly portrays sexual activities or masturbation
 - Content that portrays children or teenagers as subjects of sexual entertainment
 - Content that provides detailed description of inhumane sexual activities, including adultery or incest, or portrays such information for the sake of arousing interest
 - Content that portrays illegal sexual activities such as prostitution as if to be a lawful act
 - Content that provides a link to other websites that contain obscene content

(!) Even if a Band is set to allow only adults, uploading of obscene content could be faced with restrictions according to the relevant legislation. If the purpose of opening a Band is found to be for the sharing of obscene content, it can be immediately shut down.

- **Standard of circulative acts of illegal content that fall under reasons for restriction of use**
 - Glamorizing/Recommending/Encouraging illegal gambling and illegal drugs
 - Content that stirs up a speculative drive such as gambling
 - Stirring up speculative drive through illegal methods (commercial activities through speculative acts that are not in compliance with the relevant regulations under the Korea Racing Authority Act, Bicycle and Motorboat Racing Act, and Lottery Tickets and Lottery Fund Act)
 - Content that stirs up actions concerning drug use or intentions or circumstances for drug dealing
 - Glamorizing/Recommending/Encouraging illegal recording of others' bodies, prostitution, and sex crimes
 - Recording and uploading images/videos of others' bodies against their will and causing them to feel sexually humiliated
 - Looking for or serving as an intermediary for subjects of sexual entertainment through prostitution, cybersex, or sex talk

- Guiding users to or serving as an intermediary for obscene information or places where adult entertainment venues are located
- Depicting sexual crimes such as sexual violence, rape, or gang rape in a detailed or realistic way, or glamorizing such acts
- Selling or recommending products prohibited or restricted on e-commerce
 - Alcohol, cigarettes, drugs and antipsychotic drugs, medicines
 - Firearms, swords, explosives, gas sprayers, electroshock weapons, crossbows, and imitation firearms that are high in resemblance with firearms
 - Reading glasses, contact lenses, and sunglasses
 - Electrical appliances or industrial products subject to safety certification without a safety certification mark, electrical appliances or industrial products subject to self-regulatory safety confirmation without a self-regulatory safety confirmation mark, and industrial products subject to child-resistant packaging without a child-resistant packaging mark
 - Pornography, harmful content for adolescents, harmful drugs for adolescents, and harmful products for adolescents (However, harmful content, drugs, and products for adolescents are only applicable in cases where the given items are sold to adolescents)
 - Products that infringe upon trademarks, or “fraudulent” products
 - Products that infringe on copyrights, portrait rights, and naming rights, as well as products that have not been taken into deliberation
 - Military uniforms and supplies
 - Hazardous food, meat from sick animals, chemical synthetics
 - without pre-manufacture notice
 - Health-functional food and medical devices
 - Stolen or lost property
 - Endangered and protected wildlife animal and plant species, relevant processed goods, tools for the captivity of wild animals
 - Any other products for which their online trading is forbidden in accordance with relevant legislation
- Below are categorized as other illegal content distribution
 - Glamorizing/Recommending/Encouraging criminal acts
 - Providing a link to an external website that uploads illegal content

- Attaching, encouraging users to install, or distributing programs that deteriorate user experience in using the service such as malignant codes or viruses
- Attaching, encouraging users to install, or distributing programs that interfere with the company's works such as search engine abuse
- Content that may lead to monetary exchange related to the human body, such as illegal trade of eggs or internal body organs and hiring a surrogate mother
- Uploading illegal materials such as national ID generator, card generator, and item generator
- Selling or introducing illegal products to users
- **Standard of sanctioned acts that fall under impersonation accounts and Bands**
 - Creating profile information (profile name, profile image, etc.) or a Band introduction (Band name, description, image, etc.) that may lead to being incorrectly perceived as a specific individual or group
 - Attempting impersonation by using stolen images or images not authorized by the rights holder
 - Using images or names with a clear intent to deceive others
 - Bands that hide their purpose and mislead users about ownership or management rights
- **Standard of circulative acts of illegal content that fall under reasons for restriction of use**
 - Acts of false · exaggerated advertising for investment or agreeing to compensate for losses or guarantee returns
 - Acts of posting false information or illegal content, including, but not limited to, illegal multi-level marketing and fund-raising business without permission
 - Acts where a quasi-investment advisory business entity that is not an investment advisory business entity, ordinary corporation, or individual gives investment advice or is entrusted to manage capital
 - Other acts prohibited in relation to fund-raising business without permission and quasi-investment advice pursuant to relevant statutes
- **Standard of sanctioned acts that fall under reasons for restriction of use**
 - Using the service for purposes that divert from the original purpose, such as abusing an error spotted while using BAND, abnormally increasing the quantity of content/members, or misrepresenting oneself as the BAND's administrator
 - Repeatedly uploading mechanically generated pattern texts using a program or posting abnormal content by inserting specific keywords/phrases

- Repeatedly entering content such as spam, or promotional content
- **We take firm measures against crimes concerning life.**

All of the users who appreciate BAND are BAND's most valuable asset. BAND is extremely sensitive when it comes to crimes that are directly related to the lives of users. BAND does not allow acts that encourage self-harm or suicide. Acts of request, encouragement, or mediation of murder are strictly prohibited. Distribution of information linked to terrorism is also prohibited.

BAND takes deliberate measures against acts that threaten life. If a report about content or chats concerning this is made, not only will the content be deleted or blocked out, but an act of suicide that demands that urgent matters be taken will immediately be reported to the related investigative agency along with the discovered content and user information in order to prevent any suicidal acts before they are carried out.

[See more](#)

Standard of violent content distribution

- Content that advocates violence or depicts a high level of violence
- Description of plans or ways of using violence
- Depicting weapons used for violence or ways of making a weapon
- Details of weapons used for violence, ways of using violence, etc.
- Details threatening a specific person or group
- Details including implicit, tacit, or encrypted violence or threats

Standard of life-threatening behaviors

- Attempting or encouraging the abduction or kidnapping of a specific person or group
- Description or images of abduction or kidnapping
- Involving details of hiring a contract killer or committing or planning a murder
- Description or images of physical injury
- Implying suicide or including a plan to commit suicide
- Including details or a plan to gather people to commit mass suicide

Organizations for report/support regarding suicide issues

- National Suicide Prevention Lifeline
<http://www.suicidepreventionlifeline.org>
1 800 273 8255
- Veteran/Military Crisis Line (for active U.S. service members, veterans, and family members)
<http://www.veteranscrisisline.net>

1 800 273 8255

SMS: 838255

- The Trevor Project (for LGBT youth, friends, and family members)

<http://www.thetrevorproject.org>

1 866 488 7386

- Crisis Textline

SMS: Text "HERE" to 741741

- **We promote a safe growth environment for youth.**

In order to help youth to cultivate proper values and grow as healthy members of society, BAND promotes several activities to protect youth from violent or suggestive content.

Posts on BAND with accumulated reports are automatically restricted from viewing to prevent the exposure of harmful content to youth. Our objective is to quickly discover and block out harmful content through a real-time filtering system and operation of a 24-hour monitoring system. To protect youth from unwholesome information, we apply prohibited words to the main service functions to restrict the production and exposure of harmful information.

When a user who is determined to be a minor on BAND accesses pornographic content, this is immediately blocked from view. Members who post or share such content will not only receive the highest degree of disciplinary action on BAND, but they will also be reported to an investigative agency for systematic measures to be taken by the judicial authorities. BAND will continue to strive to create a space in which youth, who are the future of our society, can use with ease.

[See more](#)

Standard of circulative acts for posts containing inappropriate exposure for youth

- Attaching or adding a link to images that cause offense or discomfort, such as pictures of dead bodies and images exposing internal organ
- Including details or images of gore or violence or physical harm to the human body
- Details that may harm the traditional value of family ethics, such as inflicting injuries or violence or committing homicide on ascendants
- Including details or images of animal cruelty
- Describing in detail the effects and recipes for drugs and substances harmful to adolescents, encouraging adolescents to take, produce, or use them, or serving as an intermediary for such actions
- Content that may encourage inappropriate relationships with adolescents or serve as an intermediary for such action
- Serving as an intermediary for socio-ethically unacceptable actions such as spouse-swapping and cohabitation

- Distributing any other obscene or illegal content
- **BAND and schools in the US**

BAND is already widely used in schools across the US. BAND also cooperates with educational organizations to help them achieve compliance with local and federal laws related to student data protection.

- **We respect the rights of creators.**

BAND believes that content created by users is the means to make our lives more fruitful, and BAND strives to protect each item of content under the rightful authority of the rightful people. Content posted on BAND by users is the possession of those users, and their intellectual property rights and authority belong to the users. However, in order to receive rightful acknowledgement of such rights over content, it is important to respect the rights of other users' content. To share other users' creative work, you must first check with the user to confirm whether or not the applicable content can be legitimately shared.

BAND has a reporting window for content that infringes the copyright or intellectual property rights of others, and relevant posts that are reported will be discontinued. In the case of rights requests of businesses or groups possessing trademark rights or other rights pertaining to BAND names or BAND addresses, the name and address of the BAND that infringed such rights may be reset.

[See more](#)

Standard of acts that infringe copyright

- Duplication, distribution, and the products of an individual's intellectual activity, including broadcasting material, music, books, mobile games, and cartoons, without approval from the owner intellectual property rights
- Content that contains content that incapacitates technical protection measures that the intellectual property owner has prepared to protect his/her rights, such as a sharing program that automatically generates CD keys, bugs, or hacking programs
- Content that contains information that violates trademark rights, design rights, or other rights owned by an individual without his/her permission
- **Need for interest and caution regarding personal information.**

Efforts must be made by users to prevent the leakage of personal information. If others induce leakage of personal information or if users leak personal information themselves, it can lead to unfavorable results, and thus we ask that users be extremely cautious with the sharing of personal information. If leaked personal information is reported, BAND will block out the related content.

Alongside the efforts of each member, there are things that BAND admins must do to protect their personal information. An admin cannot collect or sell a member's personal information without prior consent from the member. If a member's personal information is collected in the process of operating BAND for the sales of goods or group purchases, the admin must receive clear consent from the member concerning the member's right to refuse the collection of personal information, personal information items, collection purpose, and storage period collected by the information agency. The admin will be liable for all violations of this, and in the event that related acts are discovered there may be disadvantages affecting use of the BAND.

- **We securely protect accounts that have been inactive for a long period of time.**

The accounts of leaders or members who have not used the BAND service for 2 years since their registration are protected by turning the accounts into a "dormant" state to ensure they are not exposed to security-related risks during their period of inactivity. During the dormant period, some or all of the rights given to the members may be restricted. Regular use of the service will be available again after the members complete the login process.

However, if an account remains inactive for 1 year after being made dormant, the account may be withdrawn from the service (termination of the service agreement). Accounts that have been inactive for a long period of time often become vulnerable to security risks because the login information, such as linked mobile phone numbers and email addresses, is not kept up to date, and their security-related settings are not adequately maintained. Therefore, in the event of 3 years of inactivity, we delete personal information by withdrawing the account in question from our service for the sake of security.

BAND will individually notify users through various electronic means such as social media, email, and in-service notifications to provide an opportunity to log in to the service. After this, BAND will proceed with the separation and disposal of information for long-term inactive accounts. The dormancy policy applies not only after the enforcement date of the revised Terms and Activity Policy but also to accounts that have been inactive for three years.

When being withdrawn from the service, the account will be removed from the Bands it has joined. If the account owner is a leader, permissions will be automatically delegated to another member within the Band. If a Band does not have a member to assume the authority, it will be closed.