



## PLATFORM RULES KIKIMEDIA.COM

Revision  
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These Rules explain how the kikimedia.com platform works (hereinafter the “Platform,” website <https://kikimedia.ru/>) and the principles by which users operate on it. By registering and using the Platform, you confirm that you have read these Rules and agree to abide by them.

KIKI may update these Rules by publishing changes on the website in advance (see Section 12).

### 1. ABOUT THE PLATFORM

1.1. The Platform connects Clients with Content Makers, reviews the tasks and work that are published, tracks results, and handles settlements. KIKI does not provide advertising services and is not a party to the relationship between a Client and a Content Maker.

1.2. KIKI connects two groups of users:

**Client** companies, entrepreneurs, projects, and individuals who need promotion through short videos.

**Content Maker** creators who shoot such videos and publish them on their own social media accounts.

1.3. The Platform connects Clients with Content Makers, reviews the tasks and work that are published, tracks results, and handles settlements. KIKI does not provide advertising services and is not a party to the relationship between a Client and a Content Maker.

### 2. REGISTRATION AND ACCESS

2.1. **Who may use it.** Only adults with legal capacity may be users. A Client may be a legal entity or an individual entrepreneur registered under the laws of the Russian Federation. A Content Maker may be an individual entrepreneur or a self-employed person (a professional income tax payer). This status is required in order to receive payments.

2.2. **Account information.** Provide accurate and current information when registering, and keep it up to date. Moderation, settlements, and our ability to contact you all depend on the accuracy of this information.

2.3. **Account security.** You are responsible for keeping your login credentials secure and for all actions taken under your account. If you notice a login without your knowledge or any other security threat, notify us immediately. KIKI is not responsible for any consequences caused by failing to keep account access secure.

2.4. **Access is free.** Registration and use of the Platform are free. A Client pays only the budgets of its own Orders, which fund the payments to Content Makers.

### 3. RULES FOR CONTENT MAKERS

3.1. **Submissions for Orders.** You may fulfill published Orders. By making a Submission, you confirm that:

- (a) you are the author of the video and hold all rights to it;
- (b) you grant KIKI and the Client the right to use, display, and distribute this video as part of fulfilling the Order;
- (c) you understand that a Submission undergoes moderation and may be approved or rejected;
- (d) you understand that no payment is made for a rejected Submission.

3.2. **Publication requirements.** For a Submission to be counted, you must:

- (a) publish the approved video on the specified social network in your own account;
- (b) provide a valid link to the publication by the set deadline;
- (c) not delete the publication during the period specified in the Order terms;
- (d) not inflate views, likes, or other activity using bots or paid services.

3.3. **Payment.** The payment amount is calculated according to the rules of the specific Order and depends on the results of the publication (the number of views). Views are counted by the Platform in the manner and within the timeframes specified in the Order. Payment is made after a Submission is approved – this means the Client has accepted your work. KIKI may suspend or cancel payment if there are signs of inflated metrics or other violations of these Rules.

3.4. **Withdrawing a Submission and cancellation.** As long as a Submission has not been approved, you may withdraw it. Once approved, you are considered to have fulfilled the terms of the Order. If the Client closes the Order, unapproved Submissions are canceled, while those already approved are carried through to payment based on the results as of the time of closing.

#### 4. RULES FOR CLIENTS

4.1. **Creating an Order.** You publish an Order through the Platform's features, specifying the item to be promoted, the video requirements, the terms, the budget, and the validity period. By creating an Order, you undertake to fund its budget and to pay for the work on approved Submissions.

4.2. **Accepting work.** Orders and Submissions undergo KIKI moderation (see Section 6), but it is the approval of a Submission that constitutes your acceptance of the Content Maker's work and triggers payment under the rules of the Order.

4.3. **Budget and closing.** An Order's budget is measured in views – the volume you are willing to pay for. The budget is reserved in advance (see Section 5). An Order closes when:

- (a) the budget is exhausted – the total views from accepted Submissions have reached the budget. If a Submission is rejected during moderation, its views are returned to the overall pool and the Order reopens for Submissions;
- (b) the deadline has passed – at the date and time specified in the Order.

4.4. Once published, an Order cannot be deleted or closed early manually – it closes in one of the ways described above.

#### 5. MONEY AND SETTLEMENTS

5.1. KIKI acts as the Content Maker's agent for accepting payments and receives the Client's money on behalf of the creators.

- 5.2. From the moment an Order is published until it closes, funds equal to the budget are reserved in the account – they cannot be used freely while the Order is active. This gives the Content Maker confidence that payment for accepted work is secured.
- 5.3. Once a Submission is approved, the payment is charged in favor of the Content Maker.
- 5.4. After an Order closes, all funds not used for payments to Content Makers cease to be reserved. The Client may return the available funds to its own account by sending a written request stating the amount and the banking details. The transfer is completed within 10 business days.

## 6. MODERATION AND CONTENT REQUIREMENTS

- 6.1. Moderation is carried out on both sides. KIKI reviews every Order and every Submission within no more than 24 hours. The goal is for content to comply with the Platform's rules and the terms of the specific Order.
- 6.2. **For a Submission to be approved, the video must:**
  - (a) put the item being promoted from the Order front and center, rather than showing it briefly in the background;
  - (b) follow the brief and the Order terms: the required tags, mentions, and links – exactly as specified;
  - (c) be vertical and fill the entire screen, without wide black bars or extraneous filters;
  - (d) have intelligible audio and an image of acceptable quality;
  - (e) be in Russian, unless the Order states otherwise;
  - (f) include the required disclosures of its advertising/sponsored nature where the Order or the law requires it.
- 6.3. **Prohibited content.** You may not publish material that:
  - (a) infringes the intellectual property rights of third parties;
  - (b) contains defamation, insults, obscenities, or other unacceptable material;
  - (c) promotes illegal activity or violates applicable law;
  - (d) contains malicious code, spam, or misleading elements;
  - (e) misrepresents your identity or affiliation;
  - (f) violates the rules of the social network where the publication is posted;
  - (g) contains false or misleading claims about goods and services.
- 6.4. KIKI may reject such content and, in the case of repeated violations, restrict access to the Platform. If a Submission is rejected, no payment is made for it.

## 7. INTELLECTUAL PROPERTY

- 7.1. **The Platform.** The Platform itself – the software, design, text, images, and other KIKI materials – belongs to KIKI and is protected by law. They may not be copied, modified, distributed, or used to create derivative works without KIKI's written permission.

7.2. **Creator content.** Rights to the video remain with the Content Maker. By making a Submission, the creator grants KIKI and the relevant Client a non-exclusive right to use, reproduce, and display this video to the extent necessary for the operation of the Platform and the fulfillment of the Order.

## 8. **PROHIBITED ACTIONS**

When using the Platform, you agree not to:

- (a) use someone else's or fictitious information;
- (b) artificially inflate metrics (bots, purchased views, "click farms");
- (c) circumvent or interfere with the Platform's view-counting and settlement systems;
- (d) insult, threaten, or intimidate other users;
- (e) attempt to gain unauthorized access to the Platform or to other users' accounts;
- (f) use the Platform for unlawful purposes;
- (g) disrupt the normal operation of the Platform.

For violating these rules, KIKI may restrict or terminate access to the Platform.

## 9. **DISCLAIMERS**

9.1. The Platform is provided "as is" and "as available." KIKI does not warrant that the service will operate without interruptions, errors, or pauses. The service or parts of it may be temporarily unavailable due to technical and maintenance work – this is a normal part of support, and there may be no separate notice of such work.

9.2. KIKI does not guarantee any specific results, income, or reach from using the Platform. Actual results depend on many factors: the quality of the video, audience engagement, and the number and terms of available Orders.

## 10. **LIMITATION OF LIABILITY**

KIKI operates the Platform and handles settlements, but it is not a party to the service between the Client and the Content Maker and is not responsible for the quality of their interaction with each other. To the extent permitted by law, KIKI is not liable for indirect damages, lost profits, or reputational harm arising from the use of the Platform.

## 11. **RESTRICTION OF ACCESS**

KIKI may suspend or terminate a user's access to the Platform in the event of a violation of these Rules. A user may also stop using the Platform at any time by contacting us. When access ends, payments for work that has already been approved and completed are processed in the usual manner.

## 12. **CHANGES TO THE RULES**

KIKI may change these Rules and the terms of operation of the Platform by publishing updates on the website at least one day before they take effect. By continuing to use the Platform after the changes, you accept the updated version. If any individual provision turns out to be unenforceable, the remaining provisions continue to apply.