



GeoHelp by 2du® Family Values Policy

2du Media LLC owns the websites & mobile platform called "GeoHelp". GeoHelp presents a theme of public discussion, business professionalism, multi-media information exchange, entertainment, and all ages shopping. We would like to make our service as safe and family friendly as going to a brick-and-mortar shopping mall. Therefore, we have written the following guidelines:

NOTE: We offer self-serve communications tools to member businesses, so we cannot guarantee that issues don't arise. Please tell us if you see an issue and we will correct it immediately.

Language restrictions: We have defined the following language as being unacceptable within the GeoHelp messaging system:

- explicit sexual language
- mild expletives
- derogatory statements of offensive nature
- all forms of profanity and obscenity
- verbage which incites violence
- verbage which causes mental injury
- physical gestures associated with negative inflection
- ANY links to or associated with the above listed options

NOTE: We have implemented "banned word" filters in Community message entry boxes, but unacceptable language entries can take many forms. We encourage viewers to help us by notifying us if entries are thought to be unacceptable.

Alcohol Promotion restrictions: We will allow generic branding advertising of alcohol products on the website after 9 PM at night to avoid exposure to younger viewers.

Specific targeting of alcohol related offers (coupons or specials) are allowed only when recipients have registered as being of legal drinking age in their country/state/region and they have opted-in (approved) that they would like to receive these types of offers.

Even after the legal age and opt-in criteria are indicated, the following alcohol related advertising (including coupons or specials) must adhere to the following rules:

- Ads may not require drinking to win something (drink a beer and win a T-shirt)
- Ads may not promote excessive drinking (max. one drink special per person per day)
- Ads may not encourage drinking outside of approved establishments
- Ads may not link the consumption of alcohol to enhanced performance, increase social standing, obtain better health, or any other unproven positive quality meant to encourage drinking;
- Ads may not encourage immoderate consumption of alcohol or present abstinence or moderation in a negative light;
- Ads may not place emphasis on high alcoholic content as being a positive quality of the beverages.

Gambling Promotion restrictions: We will allow generic branding advertising of legal gambling establishments on the site (for example in banner ads) only after 9 PM at night to avoid exposure to younger viewers. Specific targeting of gambling related offers (coupons or specials) are allowed only when recipients have registered as being of legal majority age in their country/state/region and they have opted-in (approved) that they would like to receive these types of offers.

Tobacco Promotion is not allowed: We will NOT allow generic branding advertising of tobacco products on the site (for example in banner ads) or targeted coupons or specials because no one at in the 2du company likes tobacco smoke.

Firearms Promotion is not allowed: We will NOT allow generic branding advertising of firearm products on the site or targeted coupons or specials because this type of product is not conducive to the GeoHelp subject matter.

Nudity and Sexual Material is not allowed: Web site advertising or coupons/specials messaging may not contain any kind of nudity or sexual material. The following body parts and sexual situations are not allowed:

- male or female genitals
- female breasts or excessive cleavage
- bare buttocks
- explicit or implied sexual acts or sexual touching
- Links to any of the above

Depiction of Violence is not allowed: Web site advertising or coupons/specials messaging may not contain depictions of violence. Specifically, the following is not allowed:

- Aberrant behavior which inflects the impression of potential violence
- Blood, gore or injury to human beings, animals, or fantasy characters
- Criminal or sexual violence in any form
- Deliberate damage to material or objects
- Links to any of the above

Cyberbullying is not allowed: Cyberbullying simply refers to the act of bullying online. This type of bullying can consist of any of the following actions committed by an individual or group to another individual or group:

- Threats of violence
- Hate speech
- Harassment
- Peer pressure
- Bribery
- Psychological abuse
- Extortion

If you feel that any of this behavior is taking place, please contact us and we will proactively act to prevent this behavior and make the perpetrator accountable for their actions.

Contact us if you have any questions, comments or concerns about this policy.

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