

# 2.0 KLYP CONTENT POLICY

Effective: September 25, 2020

Posting content in KLYP's public areas confirms your acknowledgement and agreement with KLYP's Content Policy. KLYP, Inc. ("KLYP") is a Delaware Corporation.

You can report questionable or inappropriate content directly in the application or to email [Solution Center](#). If emailing, please provide enough details for us to be able to locate the concerning content, at a minimum the posted name of the submitter or profile name where it appears, if possible, the date listed and the exact content in question. Lack of details may prevent KLYP from being able to locate the content.

KLYP may remove any content, portions or all, that is in violation of KLYP policies, including the KLYP Content Policy, KLYP Terms of Service (ToS), KLYP Copyright Policy or KLYP Community Standards, or if KLYP determines the content is unacceptable for any other reason at our sole discretion.

KLYP will generally send the submitter an action notice for impacted content. If KLYP's action could impact your User account, you will be provided information on the potential impact and any appeal process that maybe available.

In the event of repeated or severe violations, we may temporarily suspend or permanently deactivate the account(s) in question.

## 2.1 USERS AND KLYPISTS ARE ALLOWED TO:

- Ask Users to leave a positive honest rating and/or review reflecting their positive experience.

## 2.2 PROHIBITED KLYP USER CONTENT:

- Discriminatory or inflammatory content.
- Impersonation of another account, entity, or person, including a KLYP representative.
- Advertising or other commercial content, including company logos, links, or company names unless for KLYP or KLYPISTS on the KLYP Platform.
- Unwanted contact or content (spam.)
- Content shared repeatedly or in a manner that detracts or disrupts others.
- Speech or images that endorse or promote harmful or illegal activity, or that is vulgar, threatening, harassing, profane, or obscene.
- Illegal content or content that violates another's rights, including copyrights, other intellectual property or privacy rights.

- Content providing specific details or outcomes of a KLYP investigation, unless allowed in writing by KLYP.
- Content that may pose a personal safety risk to any KLYP community member

### 2.2.1 THIS POLICY BANS:

- KLYPISTS offering to reduce price or refund money strictly to change a review.
- User threats to use reviews or ratings to force refunds, added compensation or to exchange mutual favorable reviews.

## 2.3 CONTENT VIOLATION FOR SPECIFIC KLYP CONTENT AREAS:

### 2.3.1 KLYP VERIFIED REVIEWS

The following are NOT allowed:

- Reviews that don't reflect the reviewer's personal experience or the experience of a KLYPfam member.
- Reviews encouraged or motivated by potential payment, free, extra, or discounted services, unless approved by KLYP.
- Reviews motivated by any threats, attempts or demands for discounts, extra services or related form of extortion.

### 2.3.2 KLYPIST SERVICE LISTINGS/TITLES

Service titles and descriptions shall not have:

- Descriptions or Titles that do not accurately describe the listing's service type, style, or experience.
- Service Listings with symbols or emojis.

### 2.3.3 SERVICE LISTINGS OR PROFILE PAGES

Action may be taken for service listings or profile pages that:

- Provide false, fraudulent, deceptive, or misleading details

### 2.3.4 KLYP LIFE, KLYP TRENDS, AND KLYP STYLES AND OTHER KLYP BLOGS OR FORUMS

Content and Users may be removed from KLYP if they engage in content that is:

- Off-topic, doesn't ask a related question, or doesn't build knowledge that is part of the question or posted content.
- Unrelated to a larger discussion
- Targeting or Trolling another User.

## 2.4 ABOUT CUSTOM URLS

- To inquire about and/or link a custom or short URL to KLYP, please contact [KLYPIST Solution Center](#).

### 2.4.1 KEY EXCLUSIONS FOR CUSTOM URLS:

- Not to include brand names (KLYP or others.)
- No use of “approved” or “verified.”
- No use of “official” unless approved directly by that party (person, place, or organization.)
- No contact details in URL (surname, email, phone, or website.)
- No impersonating or misleading information.
- No content that would violate the standards noted above.

### 2.4.2 KEY REQUIREMENTS FOR CUSTOM URLS:

- Must conform to URL naming standards, e.g. no symbols or punctuation beyond hyphens.
- At least 4 characters.

### 2.4.3 ACCEPTABLE URL SAMPLES:

- /alpine-hair-styling
- /gwens-hair
- /ricardos-styles
- /mobile-hair-denver-downtown

### 2.4.4 QUESTIONS OR CONCERNS

If you have questions or concerns about this content policy, please Email:

[SolutionCenter@klypme.com](mailto:SolutionCenter@klypme.com)

Or mail to:

KLYP, Inc.  
P.O. Box 661  
Salt Lake City, UT 84110