



# Trust & Safety

We take our responsibility as Helping Panda to provide a system deserving of your trust.

Our goal is to provide a safe and trusted platform where people are honest and open with one another as they collaborate to bring constructive campaigns to life.

## What everyone should know

**Helping Panda is not a store.** People here are helping in bringing to live campaigns and they believe in. Some campaigns will go wonderfully, and others will run into obstacles. Be prepared for a little bit of each.

**Campaigners are responsible for their projects.** When you get in on a campaign, you're trusting the campaigner to do a good job, so if you don't know them personally or by reputation, do a little research first. Helping Panda doesn't evaluate a project's claims, resolve disputes, or offer refunds — *backers* decide what's worth funding and what's not.

**Some campaigns won't go as planned.** Even with a campaigner's best efforts, a campaign may not work out the way everyone hopes. Helping Panda cannot guarantee the success of every campaign. Keep this in mind when you back a project.

## What backers can do

**Explore the campaign page.** It should tell you everything you need to know, including details about the campaign and information — including a Verified Name — about the campaigner who's vouching for it. Don't forget to read the comments (to see what others are saying) and any updates (to see how the campaigner communicates with backers).

**Read what others say.** If you're not sure about something, you can look elsewhere on the web. Does the campaigner have an online presence, or past work you can look at? Do people say good things about them? Be the Sherlock Holmes for yourself and do your due diligence.

**Ask questions.** If there's something you want to know about a campaign, ask the campaigner — there's an "ask" button at the bottom of each campaign page. And if you come across anything suspicious, just let us know — there's a "report this campaign" button on each page. That feedback helps us make sure no one's trying to abuse the system.

## What campaigners can do

**Be open and responsive.** Let people know all about who you are and what you want to accomplish. And do your best to answer backers' questions and address their concerns, quickly and thoroughly — it's a great way to show people that you're reliable, available, and committed to your campaign. Prompt responses go a far way when it comes to gaining backers' trust.

**Be honest and ethical.** It's tempting to "sell" your campaign with glossy pitches and big promises, but backers can trust you much more when you're straightforward and honest. Give them a real look at your work, and be frank about the risks and challenges.



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## What we do

**We listen.** Our Trust & Safety team is always watching over the platform and reviewing reports from the community. Our community helps us make sure this is a safe, effective platform for you to use to your benefit.

**We monitor the system.** Our Trust & Safety relentlessly works on the reports and feedback from you, the community to identify and investigate suspicious activity on campaigns.

**We take action.** Sometimes that just means asking someone to fix a problem. But when we find users or campaigns that abuse the system, we don't hesitate to suspend them.

## General security tips

**Protect your information.** Be careful what information you post in public parts of the internet, and keep sensitive data close. If you're ever unsure which parts of Helping Panda are public, our Privacy Policy can help.

**Beware of "phishing."** Phishing is when someone pretends to be a business you trust and asks for sensitive information. Helping Panda will *never* ask for your Bank details or full payment information over the phone or by email, and the only place we'll ask you to enter your password is on Helping Panda's log-in page. If anyone asks you for this information, or you think you've received a scam or hoax email from someone pretending to be affiliated with us, don't respond — just let us know.

Helping Panda is a powerful tool for bringing ideas to life. It works best when backers and campaigners communicate openly and honestly, and everyone's well informed. We hope you enjoy getting involved — and if there's anything at all you need to know, just ask us!