

# Akenayō Anime - Use License

[ENG]

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## 1. Subject of the License

This license governs the terms and conditions for the use of Content created and publicly released by Akenayō Anime. "Content" includes, but is not limited to: videos, animations, 3D and 2D assets, drawings, and characters.

## 2. Granted Rights of Use

**2.1 Personal and Non-Commercial Use:** The use of Content is permitted for personal, private, and non-commercial purposes, such as creating videos, presentations, or other works that do not generate any direct or indirect income.

**2.2 Modifica per Uso Personale:** Modification of the Content is permitted exclusively for personal and non-commercial purposes. Derivative works created for personal use may not be publicly distributed without specific authorization (see section 3.2).

**2.3 Distribution and Monetization on Specific Platforms (UGC - User-Generated Content):** The creation and monetization (through advertising, subscriptions, donations, etc.) of works that incorporate Akenayō Anime's Content (e.g., videos, live streams, TikTok/Shorts) is permitted exclusively on the platforms listed in section 4.1, provided that the use complies with all Use Restrictions (Article 3) and Publication Rules (Article 5). In these cases, no compensation is due to Akenayō Anime.

## 3. General Use Restrictions

It is expressly forbidden to use Akenayō Anime's Content for:

**3.1 Direct Commercial Use:** Using the Content for direct commercial, promotional, or advertising purposes (e.g., to sell products or services, advertising campaigns) without prior written authorization from a legal representative of Akenayō Anime. (The monetization of UGC as per section 2.3 is the sole exception).

**3.2 Confidential Material and Unauthorized Publication:** Modifying, distributing, or publishing confidential, internal, or non-public material. Public distribution of derivative or modified works of the Content is also prohibited unless specifically permitted (as in section 2.3 for UGC) or with prior written authorization.

**3.3 Illegal or Harmful Content:** Using the Content for defamatory, discriminatory, obscene, illegal, or harmful purposes that damage the reputation of individuals, companies, institutions, or territories.

## 4. Rules for Social Media and UGC Platforms

**4.1 Authorized Platforms for UGC (User-Generated Content):** The publication and sharing of public Content (images, videos, animations, characters) is permitted exclusively on the following platforms, which Akenayō Anime regularly monitors:

YouTube

TikTok

Instagram

X (ex Twitter)

WhatsApp (only in public groups)

RedNote

Discord

Reddit

Twitch

**4.2 Attribution Requirement:** Whenever the Content is used and published, the source must always be clearly indicated: "© 2025 Akenayō Anime" or "Content by Akenayō Anime" and, if possible, a link to the official Akenayō Anime website or social media channel.

**4.3 Monitoring and Removal:** Akenayō Anime constantly monitors the authorized platforms. Publication on unlisted social media or in violation of these terms is prohibited and may result in a request for the immediate removal of the content.

## 5. Use by Media and News Outlets

The dissemination or use of Akenayō Anime's Content on traditional media (e.g., newspapers, television, radio, news portals, professional blogs, online publications) for editorial or informational purposes is permitted only with explicit written and signed authorization from a legal representative of the studio. This is necessary to prevent the spread of manipulated, false, or defamatory content and to ensure control over the narrative related to the brand. In case of violation, Akenayō Anime reserves the right to take legal action for removal and to protect its image.

## 6. Specific Publication Rules (Prohibited Content)

**The use of Akenayō Anime Content, on any platform, is strictly prohibited in the following cases:**

- For purposes of bullying, cyberbullying, discrimination, incitement to hatred or violence.
- Explicit or implicit references to Nazism, Fascism, Stalinism, or sensitive war events (e.g., Hiroshima/Nagasaki).
- Political or ideological propaganda.
- Pornographic or child-pornographic content (including the improper use of minor characters).
- Defamation of individuals, companies, institutions, or territories.

**6.1 Pornography:** In the event that pornographic material is created using the Content, Akenayō Anime will demand the forced removal of the content and reserves the right to take legal action.

Please remember that Akenayō is a software house whose products are intended for an audience aged 14 and over.

**6.2 Child Pornography:** The use of the Content for the creation of child-pornographic material is considered an extremely serious violation. It will result in the immediate removal of the content and an immediate report to the competent authorities. Akenayō Anime strongly condemns the creation of any child-pornographic content. The age of the characters is indicated on the official game website or in the game files. Serious violations of these rules will lead to legal action, including the involvement of the competent authorities, in accordance with Italian and European law.

## 7. Violations and Legal Consequences

In the event of a violation of the terms of this license, Akenayō Anime may:

- Request the immediate removal of the unauthorized Content.
- Block or suspend the involved accounts.
- Take civil or criminal legal action, where provided for by Italian and European law.

For the most serious violations, the facts will be immediately reported to the competent authorities. If the platforms hosting the material do not act within 15 working days of notification of the violation by Akenayō Anime, the studio will initiate forced removal through the competent authorities to keep the community clean and moderated.

## Additional Information

**ISSUE DATE:**

**LAST MODIFIED:** N/A

**COUNTRY OF REFERENCE:** Italy (European Union)

**OFFICIAL CONTACTS:**

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**Note on Amendments:**

In the event of future amendments to this license, the new rules or changes will become effective 15 days after their publication. Modified articles will be indicated by an asterisk (\*) at the beginning.