



## **SIMMORTALS COMMUNITY STANDARDS**

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## COMMUNITY STANDARDS

Simmortals is a sensitive social platform that allows users to create digital memorial pages to honor the memory of their deceased loved ones and share various content on these pages. These Community Standards aim to create a safe, respectful, and supportive environment by defining what types of behavior and content are acceptable or unacceptable on the Simmortals platform. Our platform takes an approach that is sensitive to the feelings of those in the grieving process and encourages support among users. Everyone who uses Simmortals agrees to comply with the rules and principles outlined here, as well as all relevant legal regulations. In case of violation, the platform reserves the right to remove content, issue warnings, restrict accounts, or, when necessary, permanently close accounts and report serious cases to law enforcement. Community Standards should be evaluated in conjunction with the platform's Terms of Service and are binding for all users who continue to use Simmortals.

### I. Purpose and Scope

The primary purpose of our Community Standards is to ensure that content shared and interactions occurring on Simmortals are consistent with the platform's values of respect, safety, and support. This document details what types of content users can share, what behaviors to avoid, and the general ethical rules on the platform. Respect for the memory of the deceased, the emotional safety of users who have lost loved ones, and mutual support among community members form the foundation of these standards. Community Standards apply to all areas of Simmortals (digital memorial pages, comments, messaging, and other interactions) and cover everyone on the platform.

### II. Definitions

Some terms used in this document have the following meanings:

- **Platform (Simmortals):** Refers to Simmortals.com and the services provided on the website.
- **User:** A real person who registers on the Simmortals platform or views, shares, or interacts with content in other ways through the platform.
- **Content:** Refers to any information, text, photos, videos, comments, and other materials created or shared by Users on Simmortals.
- **Memorial Page:** A special profile page created in the name of a deceased person, allowing their loved ones to share condolences and remembrance messages and keep their memory alive.
- **Community Standards:** Refers to the rules of conduct and content established in this document that all users must comply with.
- **Minor:** A person who is not yet considered an adult according to the laws of their jurisdiction (usually under the age of 18). In Turkey, individuals under the age of 18 are considered minors.
- **Violation:** Actions or posts by users that violate any rule specified in these Community Standards or relevant legal regulations.

The above definitions are provided to facilitate understanding of this document. The singular or plural forms of the terms have the same meaning depending on the context.

### III. General Obligations and Principles

Honesty, respect, and compliance with the law are the platform's fundamental principles. When using Simmortals, users are obligated to act in accordance with both these community standards and all applicable laws and regulations. Each user must:

- **Compliance with Laws:** Must ensure that the content they share complies with local, national, and international laws. They must not share anything that constitutes a crime, encourages illegal activities, or promotes illegal products/services.
- **Be Respectful and Sensitive:** Due to the nature of the platform, many users are going through a sensitive grieving process. Therefore, all users should adopt a respectful, empathetic, and supportive tone towards each other's feelings. No user should be insulted, harassed, or mistreated; in particular, comments and behaviors that could hurt the memory of the deceased on memorial pages should be strictly avoided.
- **Account Security and Integrity:** Each user is responsible for the security of their own account. Account information (such as passwords) must be kept confidential and not shared with others. Only one account per real person is permitted on the platform; creating fake accounts or impersonating someone else is prohibited.
- **Content Responsibility:** Users are responsible for the intellectual property rights, accuracy, and appropriateness of any content they share. Necessary permissions must be obtained for content taken or quoted from others. No user should share copyrighted material or personal information belonging to third parties without permission.
- **Violation Report:** Users who encounter content that violates community standards or is suspicious should report the situation to platform management. Simmortals uses a combination of automated systems and human moderation to detect and prevent rule violations. Users can report any violations or disputes to the platform through the relevant reporting mechanisms or designated communication channels.
- **Sanctions and Cooperation:** In case of violation of these standards, Simmortals may remove the content, issue a warning to the user, temporarily suspend the user account, or permanently close it, depending on the nature and severity of the violation. Simmortals will cooperate with the authorities, especially in cases where illegal activity is suspected. Users should cooperate with the platform during these processes and provide additional information if requested. It should be noted that violating these standards may also result in legal liability for the user.

In light of the above general principles, unacceptable content and behavior types on the platform are explained individually below. Each item details the rules our users must comply with and will be strictly enforced to ensure a peaceful environment on the platform.

## 1. Organizing Harmful Activities and Inciting Crime

Simmortals strictly prohibits the use of the platform for organizing harmful actions or encouraging crime in any way. No user may share content with the intent to coordinate plans involving physical harm, call others to participate in crime, or praise actions that constitute a crime. For example, communicating via the platform to organize acts of violence against a person or group, organizing an illegal protest or dangerous event, or providing instructions on criminal methods such as making explosives are included in this prohibition. Similarly, posts, announcements, or private messages made for the purpose of establishing a criminal organization or recruiting members for an existing criminal organization are strictly prohibited. Platform management reserves the right to immediately remove any content and suspend or terminate user accounts upon detecting even the slightest indication of such activities. Furthermore, suspicious cases will be reported to legal authorities when deemed necessary. Our users should use Simmortals only for peaceful, legal, and constructive purposes; planning or encouraging actions that could harm others is completely contrary to the spirit of this community.



## 2. Dangerous Organizations and Individuals

Our platform does not permit the presence or promotion of terrorist organizations, extremist groups, organized crime syndicates, or dangerous individuals and entities known for violent actions. Content, pages, or accounts created by or on behalf of such dangerous organizations and individuals are immediately removed. No user should share the symbols, flags, slogans, or manifestos of a violent group; they should not spread messages that praise, support, or legitimize such individuals or groups. For example, it is prohibited to make posts glorifying an organization involved in terrorist acts, defend an extremist group that uses violence, or collect material/moral support for such groups. A memorial page is intended to honor the memory of the deceased; if the deceased is associated with a dangerous organization or ideology in the public eye, narratives that glorify or encourage this cannot be hosted on the platform. Simmortals has zero tolerance for such content in order to protect the safety of its community and will cooperate with the authorities when necessary. If any user is found to be attempting to normalize dangerous organizations or individuals, even indirectly, the platform will remove such content and impose sanctions on the user.

## 3. Fraud, Deception, and Deceptive Activities

Any form of fraud, deception, or fraudulent activity is strictly prohibited on the Simmortals platform. Users may not make false statements or publish false information with the intent to deceive other members, gain unfair advantage from them, or mislead them. For example, a user may not organize fake donation campaigns targeting other members (e.g., attempting to collect donations for a non-existent charity fund in the name of a deceased person), or attempt to gain financial profit through pyramid schemes or illegal marketing methods. Actions constituting financial fraud (such as offering fake investment opportunities or obtaining money or payment information from others by copying) are not permitted. Deliberately providing false or incomplete information about the nature of a product, service, or content offered to users also constitutes deceptive activity; for example, promoting a paid service as "free" or disguising an advertisement as a genuine post is unacceptable. Simmortals also prohibits deceptive practices involving identity fraud: No one may impersonate another person to defraud other users (for example, it is strictly prohibited to request money from other users by pretending to be a family member of a deceased person). The platform reserves the right to immediately remove content and suspend/terminate the accounts of users found to be engaging in fraud or deception. Where necessary, deceptive activities will be reported to legal authorities.

## 4. Restricted Products and Services

Simmortals does not permit the promotion or trade of illegal, dangerous, or restricted products and services on the platform. Promoting illegal or unethical products and services is prohibited. No user may sell or promote the use of products such as narcotics, prescription drugs, weapons, ammunition or explosives, or materials obtained through illegal means on the platform. Similarly, smuggled goods, pirated materials that infringe copyright, or other products that are prohibited from being sold without government permission are also included in this scope. Not only physical products, but also restricted services cannot be offered on the platform: For example, prostitution or escort services cannot be offered, invitations to engage in illegal gambling cannot be made, and advertisements offering violent acts in exchange for money cannot be posted. Even the promotion of certain legitimate products/services that require permission under local laws (alcoholic beverages, tobacco products, financial advice, etc.) to minors is strictly prohibited. Simmortals will remove such content immediately upon detection at . Using the platform as a marketplace in a manner contrary to this purpose is not permitted;

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Simmortals is not a trading platform, but a memory and sharing platform. Users must not exploit memory pages or user interactions for any commercial gain. Accounts of users who violate this rule may be restricted or closed without warning. Where deemed necessary, attempts to sell illegal products/services will be reported to law enforcement agencies.

## **5. Violence**

Our platform cannot host any content that encourages violent acts or crimes. Users cannot post content that directly or indirectly calls for violence against others. Threatening content, including messages that declare serious physical harm to a person, is also prohibited and strictly forbidden. For example, if a user threatens to kill, injure, or damage property in a comment, this content will be immediately deleted and the user in question will be subject to sanctions. Similarly, any statements that encourage criminal acts (theft, assault, cybercrimes, etc.) or posts that guide others toward crime, such as "You won't get caught if you do this," have no place in our community. Glorifying violence is also considered under this scope; no one may post content that presents harming others as a virtue or attempts to justify crime. Especially during social events or sensitive periods, provocative statements that could incite violence (e.g., calls for lynching a group, encouraging looting) are strictly prohibited. As a memory platform, Simmortals should be a peaceful and supportive space; therefore, any post containing calls for violence or crime is contrary to our platform philosophy. The platform team works to identify such content to ensure user safety and intervenes quickly at the slightest violation. In cases involving serious threats or incitement to crime, Simmortals management may share the user's identity and content information with relevant security authorities if legally required.

## **6. Sexual Abuse of Adults, Requests for Sexual Relations, and Sexually Explicit Language**

Simmortals prohibits any content that involves sexual abuse or sexual violence against adults. This includes content that depicts, normalizes, or encourages criminal acts such as sexual assault, rape, or sexual exploitation for human trafficking purposes. For example, if a user writes text praising sexual violence committed against an adult on the platform or shares related images/videos, this content will be deleted immediately and the user account will be subject to immediate sanctions. It is strictly prohibited to publish or distribute another person's private intimate images (e.g., explicit photos belonging to an ex-partner) without permission, or to threaten to share such images for blackmail purposes. Such acts of "revenge porn" are both a criminal offense and a serious violation of our platform rules.

Activities such as coercing sex work or directing people toward prostitution via the platform will never be tolerated. Even the slightest content implying sexual abuse of adults (e.g., describing horrific scenarios like "drugging someone to have sex with them") will be removed immediately upon detection. In such cases, Simmortals management reserves the right to remove the content, block the user, and, if the incident is serious, report it to law enforcement. As a community, we stand against all forms of sexual violence and take the necessary steps to protect victims.

It is inappropriate for users on the platform to explicitly request sexual relations from each other, seek sexual encounters, or use obscene language. Simmortals is not a dating or flirting app; therefore, sharing sexual offers, requests, or negotiations violates our community standards. No user may offer or request sexual relations in exchange for money or any other benefit. For example, even a consensual, normal flirtatious statement like "**You're alone, let's meet tonight**



"if you want" in the comments of a memory page or in private messaging on may be deemed inappropriate for the platform depending on the context; statements like "**I'll be with you for a fee**" are absolutely prohibited. Furthermore, using obscene or vulgar sexual language, or making sexually suggestive comments that include profanity and insults, is not tolerated in our community. In particular, sexually suggestive jokes, heavy profanity, or pornographic descriptions that could disturb other users are prohibited in public comments and posts. For example, a comment such as "**Look at user X's profile picture, I would do this...**" constitutes both sexual harassment and violates this rule due to the obscene nature of the language. Users should use respectful and appropriate language on the platform. Using slang words with sexual content, derogatory nicknames, or making +18 level jokes in areas accessible to everyone is inappropriate. The platform may delete messages and comments containing such language and issue a warning to the user. In case of recurrence, user accounts may be subject to sanctions. In conclusion, when communicating within the Simmortals community, we must take care not to be indecent and avoid words that may offend others. This environment is a place for sharing memories and support; it is not an appropriate place for sexually explicit requests or slang-based conversations.

## 7. Bullying and Harassment

Bullying, intimidation, or harassing behavior toward any user is unacceptable on our platform. Simmortals expects its users to treat each other with respect; therefore, content and actions that belittle, humiliate, threaten, or target other members will not be tolerated. For example, it is prohibited to mock another user's physical appearance, use derogatory nicknames, or use cruel expressions such as "**You deserve this pain.**" Making sarcastic and hurtful comments about someone sharing their feelings about the deceased on a memorial page is also never acceptable; insensitive or cruel behavior towards those who are grieving is contrary to the spirit of our community. Similarly, constantly harassing a user with messages, making unwanted advances, or persistently following them (cyberstalking) on the platform constitutes harassment. Belittling someone indirectly rather than openly, such as responding to a user's shared memory with sarcastic remarks or indirectly calling them names like "stupid" or "pathetic," is also considered bullying and is not permitted. Simmortals is committed to protecting its users from all forms of cyberbullying: No act of bullying (e.g., making fun of a young person's deceased loved one, spreading rumors about them) is tolerated. If a violation of this provision is detected, the platform will immediately remove the content, warn the user who violated the rules, and suspend or terminate their account if necessary. Repeated harassment is grounds for permanent removal. In cases of harassment that pose a serious threat or security risk, Simmortals may share records with relevant authorities when deemed necessary to pursue legal action. Every user has the right to feel safe on the platform; therefore, mutual courtesy and empathy are fundamental values of our community.

## 8. Sexual and Non-Sexual Abuse of Children, Child Nudity

Any form of abuse, exploitation, or association of children under the age of 18 with sexual content or nudity is strictly prohibited. Simmortals places the utmost importance on the safety and well-being of children. In this context, possessing, sharing, or linking to images or videos of sexual abuse of children on the platform is prohibited by law and is considered the most serious violation in our community. Upon detection of even the slightest image of child abuse, the content is immediately deleted, the relevant account is permanently closed, and law enforcement is notified without delay. Not only sexual abuse, but any form of child abuse (physical, emotional abuse, or neglect) and images of violence targeting children are also

prohibited on the platform. For example, disturbing videos showing violence against a child, , or posts containing advice on how to molest a child are strictly prohibited. There is also zero tolerance for child nudity: Even if intended for artistic or family keepsake purposes, photos of naked children are prohibited on Simmortals. Images that appear innocent but show a child partially or fully naked should not be on our platform, as they could be exploited by malicious individuals. Even when parents create pages in memory of deceased children, they are expected to protect the child's privacy in the images they share (e.g., **avoiding sharing baby bath photos where the child is naked**). The platform operates with a zero-tolerance policy on sensitive issues concerning children. In the event of any violation covered by this clause, Simmortals will go beyond deleting the content and blocking the account, and will cooperate fully in initiating legal proceedings against the user concerned. Users should be aware that sharing content related to children on the platform must be managed with extreme care and respect.

## **9. Human Exploitation**

Our platform does not tolerate any form of human exploitation. Human exploitation encompasses any action that disregards a person's fundamental rights and freedoms, including their exploitation, harm, or use for illegal purposes. In particular, supporting, normalizing, or establishing networks for activities such as human trafficking, forced labor, modern slavery, organ trafficking, or debt bondage is strictly prohibited. No user may use the platform to attempt to lure, kidnap, or forcibly detain a person; nor may they make requests or offers to that effect. For example, approaching someone through Simmortals with a job offer and then planning to force them to work, or directing users in financial distress toward illegal activities with promises of high earnings (such as transporting them abroad for prostitution) are considered very serious violations. Similarly, any sharing of information that could be part of a human trafficking network (contact details, routes, methods, etc.) or content that violates human dignity, such as forcing someone into marriage or selling them, will be removed immediately. The platform also does not allow posts that exploit people's helplessness in times of crisis; for example, discussing plans to deceive and exploit victims of natural disasters or refugees is unacceptable. Simmortals upholds the principle of respect for the dignity and rights of each individual among its users. If a situation suggesting human exploitation is detected, the platform management will block this content and close the accounts. In addition, the necessary evidence will be immediately forwarded to law enforcement agencies in order to rescue the persons concerned or prevent further harm. It should be remembered that human exploitation is not only contrary to our platform rules, but also to fundamental human values, and carries severe legal penalties.

## **10. Suicide, Self-Harm, and Eating Disorders**

Simmortals strictly prohibits content that encourages, glorifies, or romanticizes suicide, self-harm, or eating disorders. Posts that describe acts of self-harm (e.g., cutting one's wrists, injuring oneself) or suicide attempts in detail and present them as solutions, or that encourage eating disorders such as anorexia or bulimia as a lifestyle, are unacceptable to our community and will be removed immediately. For example, sharing messages such as "**Suicide is the best option, I'm going to do it too**" or affirming unhealthy behaviors by saying "I've lost so much weight by not eating, I'm so happy" falls under this prohibition. Our platform takes the utmost care to prevent the spread of content that could trigger thoughts of suicide or self-harm. Glorifying suicide (such as declaring someone brave for committing suicide) or encouraging challenges (e.g., dangerous trends like the Blue Whale Challenge) are strictly prohibited. However, the Simmortals community encourages users to support each other during difficult

times. Therefore, it is not prohibited for a user to share their struggle with depression, suicidal thoughts, or eating disorders in a sincere and sensitive manner, with the aim of seeking help or raising awareness. For example, posts such as "***I've been going through a very difficult time, I thought about suicide, but I'm getting help***" can be posted on the platform because they are an expression of an experience, not an encouragement. Even in such posts, other users should adopt a supportive and guiding attitude (towards seeking professional help), not one of encouragement or negative persuasion. Simmortals may take the necessary steps to reach out to users who are suicidal or self-harming and direct them to resources that can support them. The platform closely monitors content related to this topic; if a post appears risky, the user may be provided with contact information for expert help. Ultimately, the purpose of our rule under this section is to prevent content that could increase the suffering of individuals going through dark times or mislead them, and to ensure that the community remains a safe space in this regard.

## **11. Adult Nudity and Sexuality**

Given that Simmortals, by its nature, appeals to a wide audience and is a place for sharing memories, the sharing of pornographic or obscene sexual content is not permitted. Images, videos, or pornographic text that explicitly depict sexual intercourse cannot be hosted on the platform. Nude photos of adults that reveal intimate areas (images showing areas considered obscene, such as genitals or female nipples) should not be shared in general community areas.

**In particular, on a platform dedicated to remembering deceased loved ones, sharing explicit sexual content unrelated to this context is highly inappropriate.** Even content containing nudity for artistic or medical purposes is approached with caution: For example, if nudity is present in an image shared for medical purposes or if a nude image of a classical work of art is to be shared, such content may only be shared with an appropriate warning and limited visibility; otherwise, it will be removed. As a general rule, any type of adult nudity or depiction of sexual acts should not be publicly posted on Simmortals. Users should refrain from bringing sexually explicit content related to their private lives onto this platform. This is both to uphold the community's general moral standards and to protect underage users from potentially inappropriate content. Furthermore, sharing sexually explicit stories or photos on the memorial page of a deceased person in a manner that is disrespectful to that person is also inappropriate. If such content is deemed offensive, even with family consent, the platform reserves the right to remove it. It should be remembered that Simmortals is a memorial platform; it is not an appropriate medium for sexually themed posts. Content from users who violate this rule will be deleted, and their accounts may be suspended if they do so again.

## **12. Hate Speech**

Simmortals does not permit any content or behavior that contains hate speech. Every user must respect the race, ethnicity, nationality, religion, denomination, gender, sexual orientation, gender identity, disability, or any other marginalized identity characteristic of others. Statements that demean a person or group based on these characteristics, target human dignity, or portray them as inferior or dangerous constitute hate speech and are strictly prohibited. For example, if a user makes derogatory comments about an ethnic group starting with "**You're already so bad...**", this content will be immediately removed and sanctions will be imposed on the user. Similarly, profanity directed at people of a particular religion, homophobic or transphobic statements, discriminatory generalizations about women or men, and mocking statements about people with disabilities are never acceptable in our community. Racist insults, anti-Semitic or Islamophobic statements, and political propaganda that incites hostility have no place on Simmortals. Hateful behavior is not limited to direct insults;



threatening people with violence because of these characteristics (e.g., saying "**We need to kill them**") constitutes both a hate crime and "incitement to violence" and is one of the most serious violations. Any content targeting vulnerable segments of society (e.g., posts inciting hatred against refugees, LGBT+ individuals, or a particular sect) is also strictly prohibited. The platform proactively filters such content and takes user reports seriously. When hate speech is detected, the content is immediately removed; first-time offenders may receive a warning, but in severe or repeated cases, the account may be permanently banned. Simmortals values diversity and embraces the principle that everyone deserves equal respect. On this platform, people from different backgrounds may come together to share a common pain or loss; in such cases, there is absolutely no place for hateful or discriminatory language. Everyone must respect the identity and values of others.

### 13. Privacy Violations

Personal privacy rights are essential for Simmortals. No user may disclose or disseminate another person's private and personal information without their consent. This constitutes a privacy violation and is prohibited. For example, it is strictly prohibited to share sensitive personal data such as a user's real name, home address, phone number, email address, workplace information, ID number, credit card details, or health records on the platform without that person's permission. In particular, it is inappropriate to post **the contact information or private family photos of the relatives of a deceased person** on their memorial page without their consent. Photos taken at a funeral that could violate family privacy should also not be shared without the consent of the individuals concerned. Furthermore, sharing (disclosing) content sent by a user via private message publicly without the sender's permission is also a violation of privacy. For example, if someone makes a private confession to you or sends you a private photo, taking it and publishing it in the general feed or comments violates that person's right to privacy and is prohibited on our platform. Doxing, the act of publishing a person's personal information online without their permission and making them a target, is strictly prohibited on Simmortals. Privacy violations are not limited to personal data; they also include the unauthorized sharing of sensitive content related to a person's private life. For example, a user cannot spread rumors about another user's private life, intimate photos, or defamatory information on the platform. Simmortals should be an environment where users respect both their own privacy and that of their deceased loved ones. Therefore, when the platform management detects content that constitutes a privacy violation, it is immediately removed, and the necessary sanctions are applied against the relevant user. If the violation is serious, the situation may also be reported to the judicial authorities at the request of the victim or ex officio. We also expect our users to act in accordance with the principle of "digital courtesy" and think twice before sharing information or images that could invade someone else's privacy. Behaviors such as publishing photos taken at a funeral home without permission or exposing a user's grief are both unethical and violate our rules.

### 14. Violent and Uncensored Content

Extremely bloody, violent, or horrific images and videos have no place on the platform. Violent, uncensored graphic content, especially if shared for sadistic pleasure or with the intent to glorify violence, will never be hosted on Simmortals. For example, sharing bloody photos of a deceased person resulting from an accident or attack for the purpose of arousing curiosity or creating sensation is strictly prohibited. On a memorial page, if the manner of death involved violence, excessive graphic details (photos, videos) should not be included; cruel images would be disrespectful to the deceased and disturbing to other users. Uncensored content such as scenes of torture, execution, severe injury, or dismembered bodies cannot be shared



on our platform without special permission and warnings, even for journalistic or awareness-raising purposes. If a user wishes to share images of a real violent incident for the purpose of raising public awareness (e.g., the situation of war victims), such content should be filtered with a "disturbing content" warning and made accessible only to users in the appropriate age group; however, such content is generally not preferred in the Simmortals environment. Since it is not expected that a normal user would share such extreme content on the memory platform, violations of this rule should be rare. Still, sometimes users may want to show the consequences of events that caused the death of their loved ones (**e.g., images from a car after a traffic accident**). Even in such cases, sharing bloody or traumatic scenes is not appropriate; instead, one should simply describe the event. Simmortals takes a strict stance to prevent the normalization of violence and to avoid exposing community members to traumatic images. If violent content has educational, historical, or news value and sharing it is truly necessary, the platform first reviews this content and, even if deemed appropriate, only allows it to be published with blurring/censorship and a warning. In all other cases, bloody images are removed as soon as they are detected. Furthermore, even fictional violence (such as extremely bloody scenes from movies or games) should not be uploaded to the platform for curiosity or entertainment purposes. If this rule is violated, Simmortals will delete the content and issue a warning to the user; repeated violations will result in more severe penalties. In short, our priority is to keep our community away from horrific images.

## 15. Account Integrity

The principle of account integrity is strictly enforced to ensure the reliability of our platform and protect other users. Each user must use a real account belonging to them on the platform; the use of fake, imitation, or multiple accounts is prohibited. Creating a fake account, i.e., opening an account under a non-existent identity or using a bot/fake account, is strictly prohibited. Each real person can only own one account on Simmortals; **attempting to circumvent platform rules by opening multiple accounts (e.g., opening another account when one is banned) will be considered a violation if detected**. Furthermore, user accounts are non-transferable and non-sellable; no one may transfer their account to another person (**except as provided in the Simmortals Terms of Service**) or offer it for sale on online platforms. Unauthorized use of another person's account, obtaining that person's login information for one's own purposes (account takeover or "hacking" attempts) is strictly prohibited and also illegal. The platform may temporarily lock an account and request verification from the owner if it detects suspicious activity outside of normal use (e.g., signs that an account has been compromised, multiple failed login attempts, abnormal access from different locations). Protecting account integrity is also in the users' best interest; therefore, we recommend that all our members keep their account information secure, use strong passwords at regular intervals, and keep their account email/phone information up to date. The platform may request additional steps for user identity verification when deemed necessary (e.g., requesting official ID verification in suspicious cases), and users are obligated to provide this. If a breach of account integrity is detected (such as the use of fake accounts or identity impersonation), Simmortals will immediately suspend or close these accounts. Content created by such accounts will also be removed from the platform. Furthermore, if a user attempts to manipulate the platform's technical infrastructure in a way that compromises account integrity (e.g., creating bulk accounts by misusing APIs), this also constitutes a violation of this principle. In summary, everyone on Simmortals must be themselves and exist with a single, authentic identity. This is essential for trust and community health.



## 16. Truthful Identity Representation

Users must represent themselves accurately and honestly on the platform. Creating an account or sharing content on behalf of another real person, institution, or organization, i.e., impersonating someone else, is prohibited. Each individual must join Simmortals using their own identity and accurate profile information. For example, a user cannot create a memorial page by pretending to be a famous person, or create an account on behalf of an institution or association without authorization. Particularly given the concept of our platform, creating a memorial page by pretending that someone who is not deceased has passed away is extremely wrong and constitutes both identity theft and the dissemination of misleading information. No one can create a fake memorial page on about a living person to give the impression that they have died; if such a situation is detected, the content will be removed immediately and the account will be closed. Similarly, a user who creates a memorial page in the name of a deceased person cannot make a serious misrepresentation about their relationship with that person (kinship, friendship, etc.); for example, it is inappropriate to create a memorial page for a celebrity they do not actually know, without permission from their family, and present themselves as a "close relative." Violating the representation of truthful identity damages the trust of our community; it misleads other users and can also lead to emotional abuse. For this reason, Simmortals takes strict measures against identity impersonation. Users may be asked to verify their identity when necessary (especially in cases of suspected impersonation). Actions aimed at impersonating another person in areas such as profile photos, names, and biographies (e.g., creating an account using a famous person's photo and name) are prohibited. **Parody or fan accounts are generally tolerated on social platforms, provided they clearly state that they are parodies/fan accounts and do not mislead anyone;** however, since Simmortals does not have such a concept (because the platform is memory-focused), such accounts are not recommended or approved. Users must ensure the accuracy of all information provided during and after registration. Profiles created with false information will be warned and closed if not corrected. Complying with the principle of **representing one's real identity** is a fundamental requirement for everyone on the platform to be able to trust each other and communicate healthily. Therefore, individuals who engage in malicious activities by hiding their identity or attempt to deceive others cannot be tolerated among us.

## 17. Cybersecurity

Ensuring the cybersecurity of Simmortals and our users is one of our top priorities. Any malicious cyber activity that could harm the integrity of the platform and the account/privacy security of other users is prohibited. Users may not upload any viruses, Trojan horses, worms, malware, or malicious code to Simmortals; they may not host such content. Phishing attempts on the platform are prohibited: No one may use fake interfaces or impersonate a Simmortals representative to request sensitive data such as passwords or credit card information from other users. A user may not organize systematic attacks to take over other users' accounts (e.g., attempting to guess a user's password or break it using brute force is strictly prohibited). Actions intended to disrupt the service (DoS/DDoS attacks, sending spam bots, attempting to manipulate the platform's algorithms, etc.) are also considered violations and are strictly prohibited. Attempting to exploit security vulnerabilities in Simmortals' infrastructure (or accessing others' data without permission instead of reporting a discovered vulnerability to management) is also a violation. Attempting to gain unauthorized access to platform resources (servers, databases), misusing APIs, or taking actions that disrupt the platform's operation (e.g., overloading the server with automated scripts) is strictly prohibited. All users are expected to use the platform securely and in good faith. If a user detects any cybersecurity threat (e.g., suspicious emails sent in the name of "simmortals.com" or fraud attempts), they must

immediately report it to platform management. Simmortals implements up-to-date security protocols to protect its systems; however, it is essential that users also ensure the security of their own devices and accounts. In case of violation of this rule, the platform will immediately block the account that committed the violation and provide support for legal proceedings if necessary. Particularly in cases such as the theft or leakage of other users' personal data, both the relevant legal provisions come into effect and the platform administrators report the matter to the competent authorities. Our sensitivity to cybersecurity is to ensure that Simmortals remains a long-lasting and secure social space. Therefore, we have a zero-tolerance policy against malicious technical attempts targeting our platform.

## **18. Misleading Behavior**

No behavior that is misleading or artificial, achieved through deceptive or artificial means, is permitted on Simmortals. This clause aims to ensure that interactions on the platform are organic and honest. Misleading behavior includes manipulating the community, disrupting the platform's operation, or misleading users' perceptions by using networks of fake accounts or automated software. For example, if a user attempts to send thousands of fake likes to a memorial page using operating systems or bot programs, this constitutes artificial interaction and is prohibited. Similarly, managing multiple accounts to spread misinformation in a coordinated manner, or an organized group's attempt to create a false agenda on the platform, also falls under this category. No one should use the platform to create a false impression on others; for example, using multiple accounts to write fake comments about a deceased person or creating discussions with fake profiles to make it seem like there is a social reaction to a topic is unacceptable. Activities known as astroturfing, which create an artificial majority or support, are stopped when detected on Simmortals. Again, behaviors aimed at deceiving platform algorithms (such as piling unrelated popular tags onto a memorial page to appear in search results, or constantly deleting and re-uploading content to keep it at the top of the feed) are examples of inappropriate use. Simmortals wants content and interactions to come from real members with genuine feelings and thoughts; synthetic or deceptive interactions undermine the platform's credibility. Therefore, any inorganic activity detected is immediately blocked. The platform uses both automated systems and user reports to identify potential violations. For example, an IP address that creates a large number of accounts in a very short time, or accounts that copy and paste the same content everywhere, are caught by automatic filters and reviewed. If a violation is confirmed, the relevant accounts are closed and, if necessary, past posts are deleted. Users are expected to use the platform honestly and transparently, without attempting to deceive others or gain unfair advantages within the system. It should be remembered that the Simmortals community is based on mutual trust; any fraudulent behavior that undermines this trust will not only be frowned upon by the community but also blocked by platform management.

## **19. Monumentation**

The purpose of Simmortals is to preserve the memories of our loved ones who have passed away. For this reason, memorialization is one of the fundamental concepts of our platform and is handled with great sensitivity. In the event of a user's death, the person's memorial page can be marked as "memorialized" by the platform. Memorialized pages are intended to honor the memory of the deceased and provide a safe space for their loved ones to share memories and condolence messages. All posts, comments, and interactions on a memorialized page must be respectful of the memory of the deceased. Content that is offensive to the memory of the deceased, demeaning, accusatory, or upsetting to the family is strictly prohibited on these pages. For example, bringing up the past mistakes or flaws of a deceased person on their



memorial page, starting arguments, or writing unpleasant comments such as "**serves them** right" is strictly prohibited and will be removed immediately. The Simmortals community encourages support and empathy on these pages with a sensitive approach to the grieving process. Everyone should write on memorial pages with consideration for the feelings of the family and friends who are experiencing the pain of loss. If an inappropriate comment or content is seen, platform moderators will quickly remove it.

**Memorialization** is done in accordance with platform rules and legal requirements. Typically, a close relative of a deceased user can request that the person's page be memorialized by contacting the platform. Simmortals may request certain documents to verify the requester's genuine relationship with the deceased (e.g., death certificate, applicant's kinship status). Memorialized accounts are usually locked; that is, no new posts are made on behalf of the deceased, and existing content is preserved for commemorative purposes. No one can log into these accounts (even if they have the login details, the platform prevents their use); they can only be viewed as memorial pages. This is to preserve the digital legacy of the deceased. A memorialized page may be displayed with the label "In Memoriam" and appear in search results accordingly.

The platform takes additional measures to protect the security and integrity of memorial pages. For example, restrictions may be imposed, such as allowing only the deceased's friends or close circle to comment on memorialized pages (to prevent harassment by malicious outsiders). If the family or legal representative of a deceased person requests that the memorial page be closed, Simmortals reviews this request and usually respects the family's wishes by removing the page or making it private. Conversely, if a memorial page is requested to remain, the platform ensures the page stays open by reviewing the content for appropriateness.

**Memorialization violations:** No one may use memorial pages for purposes other than their intended use. For example, using a memorial page for political propaganda, product promotion, or as a discussion platform is prohibited. Furthermore, no one may create a memorial page in the name of a living person to deceive others; severe penalties apply if such a situation is detected. Any defamatory or inappropriate content found on memorial pages (e.g., cursing, insulting, or accusing the deceased) will be immediately deleted, and those who wrote it will be removed from the platform.

In summary, memorialization on Simmortals is a special topic, both technically and socially. Our platform aims to be an environment where we can respectfully remember our losses and support each other. Each memorialized page belongs to the family and loved ones of the person commemorated there; the memories and feelings shared on these pages are private. Community members are expected to keep this in mind when accessing these pages. The platform management also carefully protects the memorial pages, ensuring that Simmortals maintains its credibility as a fountain of memories in the digital world.

## 20. Misinformation

Our platform values the accuracy and reliability of information. Posts containing false information or disinformation, especially if they are likely to harm others, are undesirable and fall into the category of prohibited content on Simmortals. Users should be sure of the accuracy of any information or news they share. Deliberately spreading fake news, creating rumors to deceive people, or presenting conspiracy theories as fact violates platform rules. Misinformation that could endanger public health, safety, or the emotional well-being of

platform users is a particularly serious issue. For example, fake death reports (announcing that someone who is alive has died), fabricating imaginary disasters, or attempting to deceive people with fabricated claims such as "**so-and-so celebrity visited me from the spirit world**" mislead other users and undermine trust. Another example is sharing baseless claims about vaccines, conspiracy theories related to the pandemic, or false information that could influence legal processes (e.g., lies such as "**so-and-so murderer has been released, be careful!**").

Simmortals is particularly sensitive to misinformation in the context of memorial pages. Deliberately writing falsehoods about the cause of death of a deceased person or about their life's work (for the purpose of defamation or mythologizing) is unacceptable. For example, spreading claims that are completely untrue, such as "**they were murdered**" about someone who actually died by suicide, or conversely, spreading rumors that "**they actually committed suicide**" about someone who died by homicide, both harm the family and mislead the public. Such speculative content can lead to serious problems, especially if there is a legal process involved.

The platform relies on user feedback, reliable sources, and verification mechanisms when necessary to identify misinformation. If content is found to be false or misleading, Simmortals reserves the right to remove it or add a warning label. For example, if a post falls into the category of fake news, the platform may add a note such as "The accuracy of this information is questionable" to warn users, or it may remove the relevant post entirely. Users who repeatedly spread misinformation will be warned, and their accounts will be restricted if they continue.

Every user also has a responsibility to verify the source of information before sharing it. Combating misinformation is everyone's responsibility. Simmortals should be an environment where users can trust each other; this is only possible with honest and accurate sharing. Please research the authenticity of any content you share, especially if it contains sensational or hard-to-believe claims. This platform is a place for sharing and alleviating grief; it is not a place for spreading fear, panic, or hatred through misinformation.

## 21. Spam

It is strictly prohibited to pollute Simmortals with spam-like behavior or to disrupt other users' experiences. Spam can be defined as the transmission of unwanted and repetitive content, meaningless or irrelevant messages, or automated posts to the general public. On our platform, activities such as continuously sending the same message to multiple memory pages or users for advertising or other purposes, leaving irrelevant links under every post, or publishing content using automated bot accounts are considered spam. For example, if a user constantly leaves a comment with a link to their commercial website on every memory page, even if it is unrelated, this is spam. Similarly, sending bulk messages to all users using a bot or creating dozens of new accounts to promote a product is also considered spam.

Spam is not limited to advertising content; actions intended to troll, i.e., disrupting conversations, provoking people, or mocking them by constantly sharing the same image/gif or repeatedly writing the same word in comments are also considered spam. For example, if someone repeatedly writes "HAHAHA" or similar mocking expressions on a memory page, this can be considered both harassment and spam and is prohibited.



Simmortals values genuine and meaningful interactions between users. Spam content overshadows these interactions and disrupts the platform's functionality. Therefore, spam is blocked as soon as it is detected. Our platform uses automated filters to catch common spam patterns (e.g., sending the same message to many places in a very short time) and may hold relevant content for moderator approval. We also expect users to report any activity they suspect is spam.

Accounts sending spam are first warned or temporarily restricted from posting; if this behavior continues, accounts may be permanently banned. Furthermore, obvious fake accounts created for the purpose of spamming (e.g., no profile information, only promotional messages posted in succession) may be deleted without warning if detected.

For example, it is extremely disrespectful and annoying when someone among those who write "**My condolences**" leaves an advertisement saying "**Buy this product and your life will change.**" Therefore, such situations are never permitted.

In short, we want to see meaningful, sincere, and relevant interactions on Simmortals. Those who spam the platform for their own gain or amusement have no place in our community.

## **22. Third-Party Intellectual Property Infringement**

Simmortals is committed to respecting intellectual property rights. Users must not share any content that infringes on third-party intellectual property rights such as copyrights, trademarks, patents, or designs. It is prohibited to publish someone else's work (writing, poetry, articles, books, music, photos, videos, paintings, etc.) on Simmortals without permission or legal basis. Uploading or distributing copyrighted content without permission is both illegal and violates our platform rules. For example, for a user to use a song they like as background music on their memory page, the work must either be in the public domain or the necessary license rights must have been obtained; otherwise, this music will be removed at the request of the rights holder. Similarly, sharing a photo taken by a professional photographer and copyrighted by them on a memory page without the photographer's permission is considered a violation of the rules (if it is not a family photo but, for example, a beautiful landscape photo found on the internet).

Quotations and references: If a user wishes to quote a short text or poem belonging to someone else, they may do so to a limited extent, citing the source (provided it remains within fair use limits). However, scanning and posting an entire book page or copying and pasting an entire article infringes on copyright. Similarly, uploading an entire movie or a long section of one to the platform, or sharing a clip from a television program without copyright permission, is prohibited.

Trademark infringements: Users may not use registered trademarks belonging to others in a misleading manner. For example, they may not imitate a famous brand in their profile name or give the impression that they have an official relationship with that brand when offering a product/service.

Simmortals is sensitive to intellectual property infringements and respects the requests of rights holders. Requests submitted to the platform under the Intellectual and Artistic Works Law No. 5846 ("FSEK"), Industrial Property Law No. 6769 ("SMK"), DMCA (*Digital Millennium Copyright Act*), and local copyright notices are carefully reviewed. Upon notification from a person or



organization that verifies their rights as the rights holder, content deemed to be in violation is removed and the relevant user is notified. In cases of repeated violations, the user account may be suspended or terminated. The platform may also remove content on its own initiative if it detects an obvious copyright infringement (e.g., someone uploading an entire newly released movie) without waiting for a notification.

We advise our users to share their own original content. If they wish to share someone else's work, they must obtain permission beforehand or check whether the content is in the public domain. Photos shared on Simmortals are generally expected to be from the users' own archives (real photos taken with the deceased). It is inappropriate to copy and paste content from other websites, Google image searches, or social media accounts without permission. This is not only illegal but also unethical, as it is necessary to respect the work of others even when preserving the memory of the deceased.

Therefore, everyone in the Simmortals community should share content that they have created themselves or for which they have obtained permission to use. Stealing or using someone else's work without permission is both illegal and contrary to our community principles.

## **23. Using Simmortals' Intellectual Property and Licenses**

The Simmortals platform may use certain technologies or integrations provided by Simmortals in its infrastructure and services. Therefore, users must also comply with Simmortals' intellectual property rights and license terms. If Simmortals' API, software kits, or similar tools are made available for use within Simmortals, Simmortals' Terms of Service will apply during their use. For example, when using a sharing plugin on Simmortals, the user must also comply with the policies of that social media platform.

**Simmortals' trademarks and copyrights:** Users may not use assets belonging to the Simmortals company, such as its name, logo, brand, visual design elements, and copyrighted materials, outside the limits permitted by Simmortals. No one may represent themselves as a representative of Simmortals or create the impression that they have Simmortals' official approval. For example, using misleading statements such as "**Simmortals – X institute-approved memory platform**" or using the Simmortals logo on an unauthorized visual is strictly prohibited. In summary, when using Simmortals, you must observe not only the rules of our platform but also those of the larger ecosystem it is integrated into. Respecting Simmortals' intellectual property and license terms is both a legal requirement and a rule that the Simmortals community must adhere to.

## **24. Content, Products, or Services Violating Local Laws**

Simmortals may be an internationally accessible platform, but each user is responsible for complying with their own local laws. Sharing content, products, or services that violate the laws of your country on our platform is prohibited. If content is illegal in a country, publishing that content on Simmortals is also inappropriate for users in that region and may be removed. For example, if political freedom of expression is restricted in a particular country and a user promotes a banned organization there, this content will not be hosted on our platform as it would create legal problems in that country. Or, if even providing information about drugs is a crime in some countries, this content may not be shown to users in those countries.

Compliance with local laws is one of Simmortals' legal obligations. The platform traditionally supports freedom of expression and the right to share memories; however, the limits of these



rights may vary from country to country. While we strive to protect universal human values and freedom of expression as much as possible, we may be required to block certain content in a jurisdiction based on a court order or legal request. For example, if a court in a country rules that content shared by a user about a deceased person violates that person's privacy, Simmortals will block access to that content at least within the borders of that country.

Illegal product/service advertisements also fall under this category (which is covered under the heading "Restricted Products and Services"). However, it is important to emphasize that issues whose legal status varies from country to country should also be taken into consideration. For example, gambling is completely legal in some countries, partially legal in others, and illegal in others. If online gambling advertising is prohibited in the user's country, they cannot advertise it on our platform either (not just from that country, but generally prohibited). Similarly, different countries may have different definitions of crimes such as hate speech, terrorist propaganda, defamation, or insulting state officials. While Simmortals takes a universal stance on these issues, if local law prohibits something more specific, users must also pay attention to those boundaries.

The platform helps everyone act in accordance with their own local legal framework as much as possible. Our user agreement and this community standards document already prohibit illegal content in general terms; however, if content shared by a user is problematic in a way specific to a law in their own country, the responsibility lies with the sharer in that case. We will still try to intervene if we proactively become aware of the situation. **For example, insulting Atatürk is a crime under Turkish law; if we detect such content, we will immediately remove it and take action against the user, as it constitutes both hate speech and a violation of local law.**

We also remind you that Simmortals is subject to the laws of the country in which it operates (e.g., Turkey and other countries where the company is registered). This means that, as a platform, we may be required to remove certain content entirely due to legal obligations, and we may even be required to disclose user data to the authorities. For example, if we receive a letter from law enforcement regarding a user's posts as part of a terrorism investigation, we will review the content and respond in accordance with legal requirements.

Ultimately, when sharing content on Simmortals, you must consider not only the platform rules but also the legal regulations of your location. The fact that something you consider illegal is being shared on the platform does not exempt you from legal liability. To protect our users and maintain a law-abiding community, we will take swift action when we identify content that violates local laws. This is also essential for the sustainability and safety of the platform for everyone.

## 25. User Requests

Simmortals is a platform that values user feedback and requests. **User requests** typically cover content removal, account actions, appeals, or special circumstances. Our platform commits to handling user requests transparently and responsively in the processes of enforcing community standards and improving the user experience.

**Content removal and appeals:** If a user believes that content they created has been removed by the platform in error, they have the right to appeal. For example, if one of your posts was deleted on the grounds of "hate speech" and you believe this was a misunderstanding, you can request a review by filling out the appeal form provided by the platform. The Simmortals



moderation team will review your appeal, and if necessary, it will be re-evaluated by a different moderator. If an error is found, the content will be restored, and you will receive an apology/notification message; if the decision is upheld, the reason will be explained to you. Our appeal processes are designed to be fair and fast, but there is no guarantee that every appeal will be successful.

**Account and memorial page actions:** Users can make various requests regarding their accounts. For example, if a user requests that their account be permanently deleted (if they wish to leave the platform of their own accord), the deletion process, including their data, will be carried out in accordance with applicable laws. Similarly, a family member may request the removal of certain sensitive content from the page of a deceased person (such as a request to delete a photo that the deceased would not have wanted); such reasonable requests are considered after the legitimacy of the requester is verified and are usually fulfilled.

**Data requests:** Users may have the right to learn what data is stored about them on the platform or to obtain a copy of this data (as required by personal data protection laws). In this context, if a user requests, "*I want to download all data related to my account*," Simmortals will fulfill this request in accordance with the law and within a reasonable time (e.g., data access requests under GDPR/PDPL). Similarly, a user may request that data from the account of a deceased relative be provided to them as the legal heir; in this case, information that is legally possible will be shared (e.g., the archive of the deceased's public posts, etc.), but parts that violate the privacy rights of others (such as private messages from others) will not be included.

**Complaints and feedback:** Users can report technical issues they encounter, suggestions, or dissatisfaction to the platform. For example, if you notice a problem with the interface or want a topic to be clearer in the community standards, you can report it to us through our support channels. The Simmortals support team responds to complaints and suggestions received according to a specific priority system. Sometimes a problem cannot be solved immediately (it requires technical development, etc.), but every request is recorded and evaluated.

**Legal requests:** Among user requests, there may also be applications made by users based on their own legal rights. For example, a user may notice content on the platform that infringes on their copyright and request its removal (such as a DMCA notice). This is processed quickly, as discussed under third-party intellectual property. Or a user may inform us, with a court order, to remove content that constitutes a criminal offense – this will be evaluated as discussed under local law violations.

In summary, Simmortals keeps the lines of communication open for the satisfaction of its users and the health of the community. We want our users to contact us about any issues that may arise during the enforcement of the Community Standards or during general use. Your feedback, objections, and suggestions help us improve the platform. We also assure you that we will address these requests **in a fair, consistent, and respectful manner**. User requests are a bridge between the platform and its users; Simmortals attaches great importance to the integrity of this bridge.

#### **IV. Final Provisions and Updates**

The community standards detailed above are in place to ensure that the Simmortals platform is a safe and respectful place. All users must read and understand these rules before using the platform and must comply with them during their use. Simmortals management reserves the



right to update the terms and community standards at any time. Updates may be made based on changing legal conditions, technological developments, or community feedback. Significant changes will be announced to users via the platform. By continuing to use the platform after such updates, users are deemed to have accepted the new rules.

If any provision of these standards is deemed invalid or unenforceable (e.g., by a court decision), this shall not affect the validity of the other provisions; the invalid provision shall be replaced, if possible, with a legal provision that most closely reflects its intent. Simmortals' failure to enforce any rule in a particular case does not constitute a waiver of that rule; the same rule may be enforced when necessary.

Our Community Standards are part of the ethical agreement between Simmortals and its users. Adhering to this agreement benefits both the platform and its users; only in this way can Simmortals remain a warm and safe digital environment where the memories of the deceased are honored and those who have lost loved ones can support each other. We thank you for adhering to the above principles in this community we have created together. If you have any questions, please do not hesitate to contact the Simmortals support team.

***We thank you for your care and respect for the Simmortals Community Standards and wish that the memories you share on our platform live on with peace and love.***