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# Spark AR Policies



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## Part 1: Effects

All effects uploaded or submitted to Spark AR must follow the policies below.

**1.1. Performance.** Effects must perform as expected and provide a stable experience.

- 1.1.a. Effects must be responsive, and run without stuttering or lagging.
- 1.1.b. Effects must load in a reasonable amount of time.

**1.2. Visual text.** Text must not prompt people to navigate away from the effect or off Facebook, Instagram, Messenger, or Portal.

**1.3. Custom controls** — for example, controls that change the size or shape of an object — must be attached to trackers, such as a plane tracker, face tracker or target tracker. Custom controls not attached to trackers are not allowed.

**1.4. Capabilities.** Effects must only use capabilities permitted on Facebook, Instagram, Messenger or Portal.

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**3.2. Instagram Community Guidelines.** Content published to Instagram must comply with the [Instagram Community Guidelines](#), and all applicable laws, statutes, and regulations.

**3.3. Suitability for user base.** Content must be suitable for consumption by the Facebook, Inc. general user base (including those aged 13 and above).

- 3.3.a. Content must not be shocking, sensational, disrespectful or violent, or depict guns, knives or other weapons.
- 3.3.b. Content must not promote illegal products, services or activities, or content that is inappropriate or unsafe.
- 3.3.c. Content must not promote alcohol, tobacco, marijuana or pharmaceutical medical products, nor be published by brands associated with such products.
- 3.3.d. Content must not be of an adult or sexual nature — for example, nudity, depictions of people in explicit or suggestive positions, or activities that are sexually suggestive or provocative.

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- 3.3.e. Content must not discriminate against, harass, provoke, or disparage people.
  - 3.3.e.i. Content must not claim to assess people based on their protected characteristics (race, ethnicity, national origin, religious affiliation, caste, sexual orientation, sex, gender identity, and serious disability or disease).
  - 3.3.e.ii. Content must not rank individuals on physical appearance or personality.
  - 3.3.e.iii. Content must not make criminal allegations.
- 3.3.f. Content must not promote the use or depict the sale of a potentially dangerous cosmetic procedure, as per the [Facebook Community Standards](#). This includes effects that depict such procedures through surgery lines.

**3.4. Gambling.** Content must not promote online gambling, online games of skill that use real money, or online lotteries.

- Part 3: AR Content Standards