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Responsible Builder Policy

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Introduction

Thanks for your interest in building or researching with Reddit!

Before you dive in, this policy outlines our expectations for how and what you can do with Reddit's data which includes public content and platform metadata (collectively, "**Reddit data**"). This policy applies to everyone —whether you're a developer, moderator, researcher, or a bot.

To start, remember that all access to Reddit data is subject to key restrictions:

- Approval is required: You must request access and get explicit approval before accessing any Reddit data through our API, and you must agree to comply with all applicable terms.
- Be transparent: You must not misrepresent or mask how or why you are accessing Reddit data. This prohibits registering multiple accounts or submitting multiple requests for the same use case.
- Respect the limits: You must not circumvent or exceed access limits or engage in excessive usage that disrupts our APIs or supporting networks.

This policy, along with our [Public Content Policy](#), is in place to foster a trusted and safe ecosystem for all users and developers.

Developers

This section applies if you are developing or creating non-commercial applications, including modtools.

Developers should use the [Developer Platform](#) ("Devvit") to build apps on Reddit. You can find out more about Devvit [here](#). All developers must comply with Reddit's [Developer Terms](#).

Mod Tools


If you are a moderator developing Mod Tools, please note:

- Your data access is granted solely for the purpose of performing moderation actions on Reddit.
- You must not use your moderator status for any application or functionality outside of these moderation purposes.
- All moderator tools are also subject to the Devvit App Review process.

You can access the Mod Tool Quickstart [here](#).

If your use case is not supported by Devvit, file a ticket [here](#).

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If you'd like to use Reddit data for commercial purposes, you'll need to get explicit written approval. You can contact us [here](#) and our team will be in touch if your proposal fits our criteria.

Bots and Automated Activity

This section applies to all users and developers who use or develop bots with Reddit data. All bot usage must also abide by the [Moderator Code of Conduct](#).

Bot Transparency

- Bots must clearly disclose to users that they are engaging with a bot.
- As applicable, bot accounts must not circumvent any bot labeling performed by Reddit.
- Bots should have a clearly specified purpose and scope of access, only accessing the subreddits and API actions they need and which are permitted.
- Bots must get a user's explicit consent to engage in private communications.

Prohibited Bot Activities

- Bots must not manipulate Reddit's features (e.g., voting, karma) or circumvent safety mechanisms (e.g., user blocking, account bans).
- Bots must not engage in spamming activity through automated posts, comments, or direct messages. This includes posting identical or substantially similar content across subreddits.

Researchers

This section applies to academic researchers affiliated with an accredited university and Reddit for Researchers participants who are granted access solely for non-commercial purposes.

Data Handling and Retention

- Researchers must not retain copies of data beyond what is strictly necessary for the immediate research project.
- Researchers must re-run queries against the most recent data export to ensure findings are up-to-date with any data removals or deletions.
- Researchers must comply with the [Privacy Policy](#) and all other applicable Reddit Terms and Policies.

If you are a researcher and want to request access to Reddit data, file a ticket [here](#).

Other Prohibited Practices

This section applies to everyone accessing Reddit data or content for non-commercial purposes. Your adherence to these rules and [Reddit's Data API Terms](#) is required to ensure responsible use and to protect both platform integrity and user trust.

No Unapproved Commercialization or AI Training

You must not sell, license, share, or otherwise commercialize Reddit data without express written approval. This extends to commercial and non-commercial mining, scraping, or using data for purposes like ads targeting or to train machine learning or AI models.

No Illegal or Malicious Activity

You may not use Reddit data for illegal or malicious purposes. This includes any deceptive, improper use, or actions that encourage illegal activity or violate third-party rights. All content posted through a Reddit Data API must comply with the [Reddit Rules](#).

Zero Tolerance for Privacy Violations

You are strictly prohibited from processing data to derive or infer potentially sensitive characteristics about Reddit users (e.g., health, political affiliation, sexual orientation). Furthermore, you must never attempt to re-identify, de-anonymize, or reverse engineer data about Redditors including by matching data with off-platform identifiers.

Do not disrupt or compromise Reddit's Data APIs

You must not circumvent or exceed limitations on calls and use of the Data APIs. Excessive or abusive usage or any action that disrupts or unreasonably interferes with the Data APIs or supporting networks is prohibited.

Enforcement

We do not tolerate the misuse of Reddit data, and actively work to enforce this policy to prevent abuse. Enforcement actions we can take include, but are not limited to:

- Revoking your access tokens.
- Suspending your app or account.
- Suspending associated accounts, bots, domains, or subreddits.

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