



# Guidelines

## Classification

### Laws

Issued: 1 October 2025

#### 1. Purpose

The purpose of these Guidelines is to set out a clear understanding of the law in relation to the elements associated with the legislation.

#### 2. Background

These Guidelines were developed in response to the provisions set out in the Agent Agreement (**Agreement**), together with the functionality of the Website.

#### 3. Applicability

These Guidelines apply to all Agents engaged by an Advertiser in respect to the providing of support Services, in particular assisting Advertisers with the management of their media.

#### 4. Statement

When undertaking any activity aligned with the Agreement and the Website you must undertake those processes and conduct yourself in accordance with the Agreement and these Guidelines.

#### 5. Guideline Requirements

As an Agent you are required to observe the following principles when assisting Advertisers with their Media:

##### Essential principles (Principles)

Three Principles underlie the use of the Guidelines:

- the importance of context
- assessing impact
- the six classifiable elements

##### Importance of context

Context is crucial in determining whether a classifiable element is justified by the story-line or themes (the intensity of the photograph or video and the perception by the community). In particular, the way in which important social issues are dealt with may require a mature or adult perspective. This means that material that falls into a particular classification

category in one context may fall outside it in another. In the case of this website and the photos and video that Advertisers submit, the distinction between R 18+ and X 18+.

### **Assessing impact**

Assessing the impact of material requires considering not only the treatment of individual classifiable elements but also their cumulative effect. It also requires considering the purpose and tone of a sequence.

*Impact maybe higher where a photo or video scene:*

- contains greater detail, including the use of close-ups and slow motion
- uses accentuation techniques, such as lighting, perspective and resolution
- uses special effects, such as lighting and sound, resolution, colour, size of image, characterisation and tone
- is prolonged
- is repeated frequently
- is realistic, rather than stylised
- encourages interactivity

*Interactivity includes* the use of incentives and rewards, technical features and competitive intensity. As a general rule:

- except in material restricted to adults, nudity and sexual activity must not be related to incentives or rewards
- material that contains drug use and sexual violence related to incentives or rewards is Refused Classification and is rejected

### **The classifiable elements**

The six classifiable elements in a film are:

- themes
- violence
- sex
- language
- drug use
- nudity

The classification takes account of the context and impact of each of these elements, including their frequency and intensity, and their cumulative effect. It also takes account of the purpose and tone of a sequence, and how material is treated.

### **Classifiable elements**

#### **1. Themes**

There are virtually no restrictions on the treatment of themes.

#### **2. Violence**

Violence is permitted. Sexual violence may be implied, if justified by context.

### 3. Sex

Sexual activity may be realistically simulated. The general rule is "simulation, yes - the real thing, no".

### 4. Language

There are virtually no restrictions on language.

### 5. Drug Use

Drug use is permitted.

### 6. Nudity

Nudity is permitted.

## Definitions relating to the Principles

*Sexual Activity* means matters pertaining to sexual acts, but not limited to sexual intercourse.

*Sexual Violence* sexual assault or aggression, in which the victim does not consent.

*Violence* acts of violence; the threat or effects of violence.

## 6. Related Documents

These Guidelines should be read in conjunction with:

- Terms and Conditions.
- Any written Agreement you have entered into with E4U or related entity.

## 7. Contact

For further information regarding these Guidelines, please contact the Managing Director at:

[wayne@blackboxtech.com.au](mailto:wayne@blackboxtech.com.au)