

Loops Acceptable Use Policy (AUP)

Effective Date: July 2026

This Acceptable Use Policy (“AUP”) governs Customer’s and its users’ access to and use of the Loops platform and services provided by LYT Soft Inc. (“Loops”, “we”, “us”).

This AUP is incorporated by reference into the Loops Terms of Service and forms part of the Agreement between Loops and the Customer.

Capitalized terms not defined in this AUP have the meanings given in the Terms of Service.

1. Purpose

Loops provides a SaaS platform for review aggregation, reputation management, analytics, and AI-assisted insights.

This AUP is intended to ensure the Services are used lawfully, responsibly, and in compliance with applicable laws and third-party platform rules.

Loops may take enforcement action, including suspension or termination, where this AUP is violated.

2. General Prohibited Use

Customer and its users shall not use the Services to:

- Engage in any unlawful, fraudulent, deceptive, or harmful activity
 - Violate any applicable law or regulation
 - Infringe or misappropriate intellectual property, privacy, or publicity rights
 - Upload or transmit malware, viruses, or harmful code
 - Attempt unauthorized access to the Services or related systems
 - Interfere with or disrupt system integrity, security, or performance
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3. Review and Reputation Integrity

Customer shall not use the Services to:

- Create, solicit, incentivize, purchase, or generate fake or misleading reviews
- Manipulate ratings, rankings, or reputation signals in violation of law or platform policies
- Misrepresent the authenticity, origin, or nature of reviews or customer feedback
- Scrape, harvest, or collect review data in violation of third-party platform terms
- Use the Services in any manner intended to artificially inflate or distort reputation metrics

Customer is solely responsible for ensuring compliance with the terms of all third-party platforms, including but not limited to Google, Yelp, Meta (Facebook), TripAdvisor, Uber Eats, and DoorDash.

4. Third-Party Platform Compliance

Customer shall not:

- Violate third-party platform terms of service, API policies, or usage restrictions
- Use unauthorized, revoked, or improperly obtained credentials
- Circumvent rate limits, authentication mechanisms, or access controls
- Interfere with third-party platform operations or data integrity

Loops is not responsible for Customer violations of third-party platform rules.

5. AI Usage Restrictions

Customer shall not use AI-generated outputs from the Services to:

- Replace professional legal, financial, medical, or regulatory advice
- Generate unlawful, defamatory, discriminatory, or misleading content
- Impersonate any person or organization without authorization
- Produce spam, unsolicited communications, or deceptive messaging
- Publish AI-generated content without appropriate human review

Customer acknowledges that AI outputs may be inaccurate or incomplete and must be independently reviewed prior to use.

6. Automated, Technical, and Security Abuse

Customer shall not:

- Use bots, scrapers, crawlers, or automated systems to access the Services except as explicitly permitted
 - Reverse engineer, decompile, or attempt to derive source code from the Services
 - Probe, scan, or test system vulnerabilities without prior written authorization
 - Circumvent security, authentication, or access control mechanisms
 - Overload, disrupt, or degrade system performance or availability
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7. Data and Privacy Misuse

Customer shall not:

- Process Personal Data without a lawful basis
 - Use the Services to process sensitive personal data where prohibited by law
 - Attempt to re-identify anonymized or aggregated data
 - Use the Services to unlawfully collect, store, or distribute personal data
 - Misuse or improperly access data obtained through third-party integrations
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8. Harmful or Prohibited Content

Customer shall not use the Services to create, store, or distribute content that:

- Is unlawful, defamatory, harassing, or threatening
 - Contains hate speech or incites violence
 - Promotes illegal activities
 - Violates privacy rights or contains unauthorized personal data
 - Is intentionally misleading or deceptive in a way that could harm individuals or businesses
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9. Account and Access Security

Customer is responsible for maintaining the confidentiality and security of its accounts and credentials.

Customer shall not:

- Share login credentials with unauthorized users

- Access accounts or data not assigned to them
 - Bypass authentication or security controls
 - Use compromised or unauthorized credentials
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10. Enforcement and Monitoring

Loops may monitor use of the Services to:

- Ensure compliance with this AUP
- Protect system integrity and security
- Prevent abuse or misuse of the Services
- Comply with legal obligations

Loops reserves the right to investigate suspected violations.

11. Suspension and Termination

Loops may, in its sole discretion, suspend or terminate access to the Services if:

- Customer violates this AUP
- Loops reasonably suspects a violation of this AUP
- Customer use poses a risk to the Services, third parties, or platform integrity
- Required by law or regulatory obligation

Suspension or termination may occur without prior notice where necessary to protect system integrity or prevent harm.

12. Relationship to Terms of Service

Violation of this AUP constitutes a material breach of the Terms of Service and may result in immediate suspension or termination of the Agreement.

This AUP is incorporated into and governed by the Terms of Service.

13. Changes to this AUP

Loops may update this AUP from time to time.

Material changes will be communicated through the Services or website.

Continued use of the Services after changes take effect constitutes acceptance of the updated AUP.

The AUP may be updated from time to time and will apply immediately upon posting, unless otherwise stated.

14. Contact

Questions regarding this AUP may be directed to:

LYT Soft Inc.

support@loopsfeedback.com