

# Acceptable Use Policy (AUP)

**Effective Date:** 01/01/2026

This Acceptable Use Policy (“AUP”) governs your use of the Reliable Insights Platform, software, hardware, and related services (the “Services”). This AUP forms part of, and is incorporated into, the Reliable Insights Platform Terms of Service.

## 1. Purpose

The purpose of this AUP is to ensure that the Services are used safely, lawfully, and in a manner that protects Reliable Insights, its customers, partners, and infrastructure.

You agree to comply with this AUP when accessing or using the Services.

## 2. Permitted Use

You may use the Services solely:

- for lawful business purposes
- in accordance with your subscription, order form, or agreement
- in compliance with applicable laws and regulations
- in a manner that does not interfere with the operation, security, or availability of the Services

## 3. Prohibited Activities

You must not, and must not permit any third party to:

### 3.1 Unlawful or Harmful Use

- Use the Services in violation of any applicable law or regulation
- Process data you do not have the legal right to use
- Transmit malicious, fraudulent, or unlawful content

### 3.2 Security and Integrity

- Attempt to gain unauthorised access to the Services, systems, or networks
- Circumvent authentication, access controls, or usage limits
- Introduce malware, viruses, or other harmful code
- Perform vulnerability scanning, penetration testing, or security testing without prior written consent

### 3.3 Misuse of Platform Resources

## **Acceptable Use Policy (AUP)**

- Use the Services in a way that unreasonably degrades performance for other users
- Engage in excessive, automated, or abusive usage outside agreed limits
- Use the Services for load testing, benchmarking, or competitive analysis without permission

### **3.4 Intellectual Property and Licence Abuse**

- Copy, modify, reverse engineer, decompile, or attempt to extract source code, models, or algorithms, except where expressly permitted by law
- Use the Services to develop or support competing products
- Sublicense, resell, or provide access to the Services except as expressly permitted under your agreement

### **3.5 Third-Party Software and Services**

- Use integrated third-party software in a manner that breaches applicable third-party terms
- Represent yourself as authorised to license or sublicense third-party software where you are not

## **4. Data and Content Responsibilities**

You are responsible for:

- the legality, accuracy, and quality of all data you upload or process
- ensuring appropriate consents and permissions are in place
- complying with applicable data protection and confidentiality obligations

Reliable Insights does not monitor customer data as part of normal operations and acts only as a data processor where applicable.

## **5. Hardware Use (Where Applicable)**

Where hardware is supplied or leased:

- hardware must be used only for its intended purpose
- hardware must not be tampered with, modified, or reverse engineered
- security controls and firmware must not be bypassed
- lost, stolen, or compromised devices must be reported promptly

## **6. Monitoring and Enforcement**

## Acceptable Use Policy (AUP)

Reliable Insights reserves the right to:

- investigate suspected violations of this AUP
- suspend or restrict access to the Services where a breach is suspected
- take reasonable steps to protect the security and integrity of the Services

Where practicable, we will provide notice and an opportunity to remedy non-material breaches.

### 7. Consequences of Breach

A material breach of this AUP may result in:

- suspension or termination of access to the Services
- termination of the applicable agreement
- legal action where appropriate

No refund shall be due for suspension or termination resulting from a breach of this AUP.

### 8. Changes to This Policy

We may update this AUP from time to time. Material changes will be communicated via the Platform or website. Continued use of the Services constitutes acceptance of the updated AUP.

### 9. Contact

If you have questions regarding this AUP, please contact:

**Reliable Insights Ltd**

Email: [legal@reliable-insights.com](mailto:legal@reliable-insights.com)

Website: <https://reliable-insights.com>