

Specification for configuring external links in recommendation cards



To facilitate merchants in promoting and selling their own platform products, elink supports configuring external link products for live commerce. To maintain a healthy online ecosystem and protect the legitimate rights and interests of consumers, the following regulations are hereby formulated. elink reserves the right to handle content that violates these regulations, including but not limited to taking down relevant live streams, courses, and products, banning them, and restricting or removing store functions. The details are as follows:

It is strictly prohibited to use external links to spread the following content:

I. Content that violates national laws and regulations, including but not limited to:

- (1) Content that violates the basic principles established by the Constitution;
- (2) Content that endangers national security, discloses state secrets, subverts state power, or undermines national unity;
- (3) Content that damages national honor and interests;
- (4) Content that incites ethnic hatred or discrimination and undermines ethnic unity;
- (5) Content that undermines national religious policies and promotes cults or feudal superstitions;
- (6) Content that spreads rumors, disrupts social order, or undermines social stability;

- (7) Content that spreads pornographic, vulgar, gambling, violent, terrorist content or incites crime;
- (8) Content that insults or slanders others and infringes on their legitimate rights and interests;
- (9) Content that incites illegal assemblies, associations, marches, demonstrations, or gatherings to disrupt social order;
- (10) Content that operates in the name of illegal non - governmental organizations;
- (11) Content that contains other content prohibited by laws and administrative regulations;

II. Fraudulent content:

- (1) Content that promotes or deceives users into buying items that infringe on the legitimate rights and interests of others through false advertising;
- (2) Content that infringes on users' rights and interests by forging other official websites;

III. Content related to illegal business operations and suspicious services:

- (1) Conducting relevant business activities without obtaining the required legal licenses or permits or failing to meet the requirements of regulatory authorities, including but not limited to illegally promoting drugs or medical devices, illegally providing paid investment consultations on securities or futures, and illegally promoting tobacco;
- (2) Engaging in pyramid - selling activities;
- (3) Other illegal business operations and suspicious services;

IV. Illegally obtaining and using user data and information:

(1) Copying, storing, using, or transmitting user data without the user's explicit consent and without truthfully disclosing the purpose and scope of data use to the user;

(2) Misusing user data and information without the user's explicit consent and without truthfully disclosing the purpose and scope of data use to the user;

V. Religious donation content:

Any information related to spreading “religious donations” that may damage the legitimate rights and interests of users, such as online Buddha offerings and online animal releases;

VI. Behaviors explicitly prohibited in the [Link Service Agreement](#) and [Privacy Policy](#)

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