

Merchant Operation Guidelines



I. Infringing Content

Publishing or selling others' original videos, audios, texts, and images without authorization, which infringes on others' intellectual property rights.

Publishing or selling others' personal privacy information such as ID numbers and photos without authorization, which infringes on others' legitimate rights such as the right of portrait and the right to privacy.

Fabricating facts to publicly defame others' personalities, or using insults, slander, etc. to damage others' reputations.

Publishing or selling a company's trade secrets without authorization, which infringes on the company's legitimate rights.

Unauthorized use of others' registered company names or trademarks, which infringes on others' exclusive rights to company names and trademarks.

Penalty Rules

Once an infringement is discovered, corresponding measures will be taken against the store in accordance with the [elink Service Agreement](#) and elink platform rules.

II. Pornographic and Vulgar Content

Publishing or selling pornographic and vulgar content, including but not limited to pornographic content, pornographic services, SM, inappropriate dating, and vulgar - oriented content.

Publishing or selling pornographic texts, videos, and comics for pornographic purposes, not limited to the above forms.

Sending porn - adjacent and sexually suggestive information for a long time to attract users.

Directly or implicitly depicting sexual acts, having provocative or insulting content, or describing sexual acts, processes, and methods with sexually suggestive or provocative language.

Using vulgar or provocative titles, content, and pictures (including cover thumbnails) to attract users to purchase, or having misleading content in titles, content, and pictures (including cover thumbnails) that has a negative or improper impact on users and readers.

Using the elink platform to spread information related to illegal sexual drugs, sexual health products, sex toys, and marketing information for sexually transmitted disease treatment.

Using the elink platform to publish pornographic and socially offensive texts, audios, and videos prohibited by relevant departments [Manual adjustment required].

Penalty Rules

Stores selling vulgar content will be closed for rectification; elink reserves the right to impose heavier penalties on stores with serious violations or multiple violations of relevant regulations.

III. Bloody and Violent Content

Publishing or selling real pictures of people or animals being killed, disabled, and injured in situations such as shootings, stabbings, and beatings.

Content depicting violence or child abuse appears.

Disturbing violent images such as drug use, self - harm, and animal abuse appear.

Content describing real weapons for the purpose of encouraging illegal or reckless use appears.

Self - taken or self - made medical videos and texts show real people exposing private parts, or contain disgusting and uncomfortable content such as dissections, colonoscopies, dead infants, and human tissues.

Penalty Rules

Once discovered, corresponding measures will be taken against the store according to the degree of violation.

IV. Gambling - related Content

Publishing content on organizing group gambling, selling gambling equipment, instant lottery, teaching gambling (cheating) skills/methods/ways, and conducting online gambling activities.

Penalty Rules

Once a gambling - related illegal store is discovered, it will be immediately closed for rectification.

V. Online Loan - related Content

Publishing and selling illegal content such as online loans, credit card point - brushing, cash - out, credit limit increase, and credit card applications for blacklisted individuals.

Penalty Rules

Once such a store is discovered, it will be immediately closed for rectification.

VI. Stock - Recommendation Content

When a store publishes investment advice information on non - fixed - income investment products, or information on software products, software tools, terminal devices, or communication

channels with investment consulting service functions, it shall not violate the requirements of laws and regulations such as the [Securities Law] , [Interim Measures for the Administration of Securities and Futures Investment Consulting] , [Interim Provisions on Securities Investment Advisory Business] , and shall not violate the provisions of the [elink Service Agreement] .

Penalty Rules

Once discovered, corresponding measures will be taken against the store according to the degree of violation.

VII. Content Endangering Platform Security

Publishing information on phishing websites to deceive users into suffering losses.

Publishing viruses, files, computer codes, or programs that may damage or interrupt the normal operation of the elink service.

Penalty Rules

Once discovered, the store will be permanently closed.

VIII. Gang - related Content

Publishing information with gang - like nature such as taking revenge for others and collecting debts; hiring or inducing others to engage in terrorist and violent activities; forming gangs, recruiting members, and posing a potential threat to social order [Manual adjustment required].

Penalty Rules

Once discovered, the store will be permanently closed.

IX. Illegal Goods - related Content

Including but not limited to buying and selling invoices; selling counterfeit cigarettes, counterfeit money, stolen goods, and smuggled items; selling eavesdropping tools, software, lock - picking tools, and human - skin masks; illegally handling certificates and seals, handling ID cards on behalf of others, and handling cloned mobile phone cards; dealing with guns, explosives, controlled knives, crossbows, and police equipment; telecom fraud, pyramid schemes, etc.; virtual currency trading, human organ trading, etc.

Penalty Rules

Once discovered, corresponding measures will be taken against the store according to the degree of violation.

X. Content Prohibited by National Laws and Regulations

(1) Violating the basic principles established by the constitution [Manual adjustment required].

(2) Endangering national security, disclosing state secrets, subverting state power, and undermining national unity [Manual adjustment required].

(3) Damaging national honor and interests [Manual adjustment required].

(4) Inciting ethnic hatred and discrimination and undermining ethnic unity [Manual adjustment required].

(5) Undermining national religious policies and promoting cults and feudal superstitions [Manual adjustment required].

(6) Spreading false information, disturbing social order, and undermining social stability [Manual adjustment required].

(7) Spreading pornographic, gambling, violent, terrorist content or inciting crime [Manual adjustment required].

(8) Insulting or slandering others and infringing on others' legitimate rights.

(9) Inciting illegal assemblies, associations, marches, demonstrations, and disturbing social order by gathering crowds [Manual adjustment required].

(10) Publishing anti - party, anti - government content or content insulting and slandering the party and the country [Manual adjustment required].

(11) Content violating the Martyr Protection Law and socialist core values [Manual adjustment required].

(12) Acting in the name of illegal non - governmental organizations [Manual adjustment required].

(13) Containing other content prohibited by laws and administrative regulations [Manual adjustment required].

(14) Not meeting the requirements of the □ Interim Provisions on the Development and Management of Public Information Services of Instant Messaging Tools□ and the 'Seven Bottom Lines' requirements such as abiding by laws and regulations, the socialist system, national interests, citizens' legitimate interests, public order, social morality, and information authenticity [Manual adjustment required].

Penalty Rules

Once discovered, corresponding measures will be taken against the store in accordance with relevant national laws and regulations, the □ elink Service Agreement□ , and elink platform rules.

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