

## ACCEPTABLE USE POLICY

Last Updated: March 30, 2026

Lightricks Ltd. and its affiliates (the “**Company**” or “**Lightricks**” or “**We**”) offers mobile software applications, web services and generative AI (as defined below) models (collectively the “**Products**”), which are made available on cloud-hosted basis and/or on-premises deployments (“**you**”, “**your**”), for the purpose of creating, editing, perfecting and producing photos, videos, storytelling and remakes, using, among other things, artificial intelligence (“**AI**”) tools (both proprietary of Lightricks or third party tools).

This Acceptable Use Policy (“**AUP**”) applies to anyone who uses Lightricks’ Products, and is intended to help our users stay safe and ensure our Products are being used responsibly.

We aim for our Products to be used safely and responsibly, while maximizing your control over how you use them. By using our Products, you accept and agree to adhere to this AUP.

We have established universal policies applicable to all our Products, as well as specific policies for users who use our LTX Video (“**LTXV**”) API (the “**API**”) to create applications for themselves or others. Violating our policies could result in action against your account, up to suspension or termination. We also work to make our models safer and more useful, by training them to refuse harmful instructions and reduce their tendency to produce harmful content.

We believe that learning from real-world use is a critical component of creating and releasing increasingly safe AI systems. We cannot predict all beneficial or abusive uses of our technology, so we proactively monitor for new abuse trends. Our policies will evolve based on what we learn over time.

### **Compliance with Law**

You must use the Products in accordance with all applicable laws. This includes not using our Products to:

- Compromise the privacy of others;
- Use subliminal, manipulative, or deceptive techniques that distort a person’s behavior so that they are unable to make informed decisions in a way that is likely to cause harm;
- Engage in regulated activity without complying with applicable regulations;
- Create or expand facial recognition databases without consent;
- Promote or engage in any illegal activity, including the exploitation or harm of children and the development or distribution of illegal substances, goods, or services;
- Exploit any vulnerabilities related to age, disability, or socio-economic circumstances;
- Conduct real-time remote biometric identification in public spaces for law enforcement purposes;

- Evaluate or classify individuals based on their social behavior or personal traits leading to detrimental or unfavorable treatment;
- Categorize individuals based on their biometric data to deduce or infer sensitive attributes such as their race, political opinions, religious beliefs, or sexual orientation;
- Assess or predict the risk of an individual committing a criminal offense based solely on their personal traits or on profiling;
- Infer an individual's emotions in the workplace and educational settings, except when necessary for medical or safety reasons;
- Share personal information without consent;
- Provide advice on essential services, including in the medical or health field, without review by a qualified professional and disclosure of the use of AI assistance and its potential limitations.

### **Universal Usage Standards**

#### **Do Not Compromise Children's Safety**

This includes using our Products to:

- Create, distribute, or promote child sexual abuse material;
- Facilitate trafficking, sextortion, or any other form of exploitation of a minor;
- Facilitate minor grooming, including generating content designed to impersonate a minor;
- Facilitate or depict child abuse of any form;
- Promote or facilitate pedophilic relationships;
- Fetishize minors.

#### **Do Not Incite Violence or Hateful Behavior**

This includes using our Products to:

- Incite, facilitate, or promote violent extremism, terrorism, or hateful behavior;
- Depict support for organizations or individuals associated with violent extremism, terrorism, or hateful behavior;
- Facilitate or promote any act of violence or intimidation;
- Promote discriminatory practices or behaviors against individuals or groups on the basis of protected attributes

#### **Do Not Compromise Someone's Privacy or Identity**

This includes using our Products to:

- Compromise security or gain unauthorized access to computer systems or networks;
- Violate any person's privacy rights;
- Misuse, collect, solicit, or gain access to private information without permission;
- Impersonate a human by presenting results as human-generated

### **Do Not Create Psychologically or Emotionally Harmful Content**

This includes using our Products to:

- Facilitate or conceal any form of self-harm;
- Promote unhealthy or unattainable body image or beauty standards;
- Shame, humiliate, intimidate, bully, harass, or celebrate the suffering of individuals;
- Coordinate the harassment or intimidation of an individual or group;
- Generate content depicting sexual violence;
- Generate content depicting animal cruelty or abuse;
- Generate violent or gory content inspired by real acts of violence;
- Promote, trivialize, or depict graphic violence or gratuitous gore

### **Do Not Spread Misinformation**

This includes using our Products to:

- Create and disseminate deceptive or misleading information;
- Create and advance conspiratorial narratives;
- Impersonate real entities or create fake personas without consent;

### **Do Not Engage in Fraudulent, Abusive, or Predatory Practices**

This includes using our Products to:

- Facilitate the production, acquisition, or distribution of counterfeit goods;
- Promote or facilitate the generation of spam;
- Generate content for fraudulent activities, schemes, scams, phishing, or malware;
- Generate deceptive or misleading digital content;

- Engage in or facilitate multi-level marketing, pyramid schemes, or other deceptive business models;
- Promote or facilitate predatory lending practices;
- Engage in deceptive, abusive behaviors that exploit vulnerable people;
- Promote or facilitate the use of abusive debt collection practices;
- Develop a product that deploys subliminal, manipulative, or deceptive techniques

### **Do Not Abuse our Products**

This includes using our Products to:

- Coordinate malicious activity across multiple accounts;
- Utilize automation to engage in spammy behavior;
- Circumvent a ban through the use of a different account;
- Facilitate or provide account access to persons or entities in unsupported locations;
- Intentionally bypass capabilities or restrictions established within our products;
- Use or access our Products or any outputs to develop, modify, fine tune or improve any products or services that compete with our Products, including to develop, fine tune or train any artificial intelligence or machine learning algorithms or models of any kind

### **Do Not Generate Sexually Explicit Content**

This includes using our Products to:

- Depict or request sexual intercourse or sex acts;
- Generate content related to sexual fetishes or fantasies;
- Facilitate, promote, or depict incest or bestiality;
- Engage in erotic chats

### **Restrictions on Use of Licensed Content for AI Model Training**

Our Products, and the content incorporated therein, are subject to additional restrictions, which reflect our obligations towards third parties. Such restrictions include the following:

- You may not reproduce, redistribute, or make available any training data incorporated into our Products. This includes video, imagery, metadata (titles, keywords, etc.), or any other component used in training.
- You may not use any outputs from any of our Products in applications involving unlawful pornography, defamation, hate speech, deepfakes, biometric identification, or other unlawful activity.

- You may not extract metadata or reverse-engineer model behavior to infer personal information, identity, or content provenance.
- Where content from our Products is used commercially, users must assume responsibility for ensuring it does not replicate any real-world likeness, person, brand, or location unless independently cleared.

### **Use of our API**

Our API allows you to integrate the relevant Product into your applications. As the developer of your applications, you are responsible for designing and implementing how your users interact with our technology.

We recognize that our API introduces new capabilities with scalable impact, so we have service-specific policies that apply to all use of our APIs in addition to our Universal Policies:

- Don't compromise the privacy of others, including (i) collecting, processing, disclosing, inferring or generating personal data without complying with applicable legal requirements; (ii) facilitating spyware, communications surveillance, or unauthorized monitoring of individuals.
- Don't perform or facilitate the following activities that may significantly impair the safety, wellbeing, or rights of others, including: (i) providing tailored legal, medical/health, or financial advice without review by a qualified professional and disclosure of the use of AI assistance and its potential limitations; (ii) making high-stakes automated decisions in domains that affect an individual's safety, rights or well-being (e.g., law enforcement, migration, management of critical infrastructure, safety components of products, essential services, credit, employment, housing, education, social scoring, or insurance); and (iii) facilitating real money gambling or payday lending.
- Don't misuse our API to cause harm by intentionally deceiving or misleading others, including: (i) generating or promoting disinformation, misinformation, or false online engagement (e.g., comments, reviews); (ii) impersonating another individual or organization without consent or legal right; (iii) failing to ensure that automated systems (e.g., chatbots) disclose to people that they are interacting with AI, unless it's obvious from the context.
- Don't develop applications that may be inappropriate for minors, including sexually explicit or suggestive content. This does not include content created for scientific or educational purposes.