
ACCEPTABLE USE POLICY

Capture what matters.

Last Updated: 21 August 2026

1. Introduction

This Acceptable Use Policy ("Policy") sets out the standards that apply when using Echoed Moments, operated by Echoed Moments Ltd, including our website and related services (the "Platform"). This Policy forms part of the Echoed Moments Terms & Conditions. By using Echoed Moments, you agree to comply with this Policy.

2. Purpose of the Platform

Echoed Moments is designed to help individuals create, preserve and share meaningful memories, reflections and messages for future viewing or delivery. We aim to provide a safe, respectful and trusted environment for all users and recipients. The Platform is intended solely for the lawful storage, preservation and future delivery of personal memories, messages and reflections. It must not be used to facilitate, support, conceal or communicate unlawful, fraudulent or harmful activity.

3. Your Responsibility

You are solely responsible for content you upload, messages you create, recipients you nominate, information you provide and activities carried out using your account. You must ensure that your use of Echoed Moments complies with all applicable laws and regulations, and you acknowledge that you are solely responsible for the legality, accuracy, ownership and intended use of all content uploaded, stored, transmitted or scheduled for delivery through the Platform.

4. Content Ownership and Permissions

You must only upload content that you own or have permission to use. Where content includes photographs, videos, recordings or information relating to other individuals, you are responsible for ensuring that you have the appropriate rights and permissions to upload and store that content. Echoed Moments may request evidence of such permissions where appropriate.

5. Prohibited Content

You must not upload, create, store, distribute or share content that facilitates, organises, supports or conceals criminal activity, including: child sexual abuse material; human trafficking; modern slavery; terrorism or violent extremism; organised crime; drug production, trafficking or distribution; illegal firearms or weapons trafficking; money laundering; fraud or financial crime; identity theft; phishing; blackmail or extortion; sanctions evasion; or any other unlawful activity prohibited by applicable law.

You must not upload content that is illegal or promotes illegal acts; that is harmful (including content that promotes violence, encourages self-harm or suicide, promotes dangerous activities, encourages eating disorders, or encourages abuse of vulnerable people); that promotes hatred or discrimination, targets individuals or groups based on protected characteristics, or incites hostility or violence; or that harasses, threatens, intimidates or

stalks another person, contains malicious or abusive communications, grooming, coercive or controlling behaviour, revenge pornography, or the sharing of intimate images without consent.

You must not upload content that exploits or endangers children or contains sexual content involving minors. Any content of this nature will be removed immediately and may be reported to the relevant authorities.

You must not upload content that violates the privacy rights of others, or that impersonates another person, misrepresents identity, facilitates scams or deception, or contains forged identity documents, stolen financial information, fake invoices or payment diversion scams.

5A. Prohibited Uses of the Platform

You must not use Echoed Moments as a repository for illegal material; to conceal evidence of criminal activity; to coordinate unlawful activity; to distribute malware or malicious software; to schedule messages intended to facilitate criminal activity; to store information intended to evade law enforcement; to impersonate another person; to harass, threaten or intimidate recipients; to circumvent the security or integrity of the Platform; or to store, distribute, communicate or schedule material intended to facilitate unlawful activity.

6. Intellectual Property

You must not upload content that infringes copyright, trademarks, database rights, patents or other intellectual property rights. If you do not own the content or have permission to use it, you should not upload it.

7. Security and Technical Misuse

You must not introduce malware or viruses; attempt unauthorised access; interfere with platform security; probe or test vulnerabilities; circumvent security measures; use automated tools to disrupt services; upload password-stealing software or ransomware; distribute hacking tools for unlawful purposes; attempt privilege escalation, denial-of-service attacks or automated account creation; or attempt to reverse engineer, interfere with or compromise the operation of the Platform or its supporting infrastructure. Any attempt to compromise the Platform may result in immediate suspension or termination.

8. Misuse of Scheduled Delivery Features

You must not attempt to gain unauthorised access to another person's content; misrepresent your relationship to a user; interfere with the delivery of scheduled messages; submit false recipient information; or attempt to manipulate scheduled deliveries. Echoed Moments takes misuse of scheduled delivery features seriously.

9. Monitoring and Enforcement

Echoed Moments encrypts user content in transit and at rest using industry-standard encryption, and access to encrypted content is strictly controlled and limited to authorised circumstances in accordance with our policies and applicable law. Echoed Moments does not proactively inspect, monitor, moderate or verify private user content as part of the ordinary operation of the Platform. Nothing in this Policy prevents Echoed Moments from taking action where required by applicable law, a court order or other lawful authority.

Where reasonably necessary, Echoed Moments may investigate reports of misuse, security incidents or suspected breaches using information lawfully available to us, including account information, metadata, system logs and audit logs. We may take action where content or activity is reported, illegal activity is suspected, abuse is identified, we are legally required to act, or platform security is threatened. Investigations may result in restriction, suspension or

termination of accounts, reporting to law enforcement authorities, or legal action where appropriate.

10. Content Removal

Echoed Moments reserves the right to remove, restrict access to or disable content where we reasonably believe it breaches this Policy or our Terms & Conditions, creates legal risk, endangers users or recipients, threatens the integrity of the Platform, or is reasonably suspected of facilitating unlawful activity. We are not obliged to provide advance notice before removing content where urgent action is required, and we may restrict access to content or accounts while an investigation is ongoing.

11. Account Suspension or Termination

We may suspend or permanently terminate accounts that repeatedly breach this Policy, engage in unlawful activity, endanger other users, abuse platform features, circumvent previous enforcement actions, or create, upload or distribute content that presents a significant legal, regulatory, operational or reputational risk to the Platform. Serious breaches may result in immediate suspension or termination without prior notice where reasonably necessary to protect the Platform, its users or comply with applicable law.

12. Reporting Concerns

If you believe content or behaviour on Echoed Moments breaches this Policy, please contact us. Reports should include as much relevant information as possible to assist our investigation.

13. Cooperation with Authorities

Echoed Moments may cooperate with law enforcement agencies, regulatory authorities and other competent bodies where required by applicable law or where reasonably necessary to investigate suspected unlawful activity, prevent harm to individuals, protect users, recipients or the public, safeguard the integrity and security of the Platform, or comply with court orders, warrants or other lawful requests. Where legally permitted and appropriate, we may notify the affected user before disclosing information, unless doing so would be unlawful or would prejudice an investigation.

14. Changes to This Policy

Echoed Moments may update this Acceptable Use Policy from time to time to reflect changes to the Platform, applicable law, regulatory requirements or our operational practices. The latest version will always be available through the Platform and website. Continued use of the Platform following the effective date of any updated Policy constitutes acceptance of the revised version.

15. Contact Us

For questions regarding this Policy or to report concerns, please contact us using the details below.

Echoed Moments Ltd.

Email: info@echoedmoments.co.uk Website: www.echoedmoments.co.uk

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