

Journey Guru Acceptable Use Policy

Last Updated: January 1, 2026

Ping Post, LLC dba Journey Guru Software

This Acceptable Use Policy ("AUP") is incorporated into and forms part of the Journey Guru Master Services Agreement (the "Agreement") between Ping Post, LLC dba Journey Guru Software, a Delaware limited liability company ("Journey Guru," "we," "us," or "our"), and the customer identified in the applicable Order Form ("Customer," "you," or "your"). Capitalized terms not defined in this AUP have the meanings given to them in the Agreement.

By accessing or using the Services, Customer agrees to comply with this AUP and to ensure that its personnel, contractors, and End Users comply with this AUP. Journey Guru may update this AUP from time to time in accordance with Section 18.13 of the Agreement.

1. Purpose and Scope

This AUP describes prohibited and restricted uses of the Journey Guru Services, including the platform, APIs, dashboards, AI Features, and related offerings (collectively, the "Services"). It applies to all use of the Services by Customer, its personnel, its contractors, and anyone acting on Customer's behalf, including in connection with communications directed at End Users across email, SMS, RCS, voice, and any other supported channel.

2. General Prohibited Uses

Customer will not, and will not permit any user to, use the Services to:

- violate any applicable law, regulation, or third-party right;
- transmit unlawful, fraudulent, deceptive, harassing, defamatory, obscene, or abusive content;
- infringe or misappropriate any intellectual property, publicity, or privacy right;
- transmit viruses, malware, or other harmful code, or attempt to gain unauthorized access to the Services or any related system or network;
- interfere with or disrupt the integrity, security, availability, or performance of the Services;
- probe, scan, or test the vulnerability of the Services, or conduct penetration testing or load testing, without Journey Guru's prior written consent;
- reverse engineer, decompile, disassemble, or otherwise attempt to derive the source code, underlying models, or methodologies of the Services, except to the extent such restriction is prohibited by applicable law;
- resell, sublicense, or make the Services available to any third party as a standalone or managed offering, except as expressly authorized in an Order Form;
- use the Services to build, train, or improve a product or service that competes with the Services;
- misrepresent Customer's identity or affiliation, or impersonate any person or entity;
- circumvent usage limits, authentication requirements, or access controls of the Services.

3. Messaging, Voice, and Communications Compliance

The Services enable Customer to communicate with End Users across email, SMS, RCS, voice, and other channels. Customer is solely responsible for the lawfulness and appropriateness of its own communications program and will:

- obtain and maintain all consents, authorizations, and opt-ins required by applicable law and by the policies of the relevant carrier, aggregator, or channel provider before sending any communication;
- honor all opt-outs, consent revocations, and do-not-contact requests promptly and in accordance with applicable law;
- ensure sender identification, message content, and messaging frequency comply with CAN-SPAM, the Telephone Consumer Protection Act (TCPA), CTIA messaging guidelines, and equivalent state, federal, and international requirements;
- not send, or use the Services to facilitate, communications that contain or promote: illegal goods or activity; hate speech or unlawfully discriminatory content; firearms, ammunition, or explosives; sexually explicit material; phishing or other fraudulent or deceptive schemes; high-risk financial products marketed without required disclosures; cannabis or controlled substances where prohibited; or debt collection communications that violate the Fair Debt Collection Practices Act or similar law;
- not use the Services to send unsolicited bulk communications (“spam”) or to disguise or misrepresent the origin of any communication, including through falsified header, sender ID, or caller ID information;
- comply with all carrier, aggregator, and messaging-provider policies made available to Customer through the Documentation.

4. Data and Privacy

Customer will not submit to the Services any data it is not legally authorized to collect, use, or share. Customer will not submit sensitive or regulated data to the Services except as permitted under Section 6.5 of the Agreement and any applicable Order Form or Data Protection Addendum. Customer will not use the Services in a manner that violates applicable data protection or privacy law, including obligations relating to notice, consent, or data subject rights owed to End Users.

5. AI Feature Restrictions

Customer will not use AI Features to:

- make decisions that produce legal or similarly significant effects concerning an End User without required human review;
- unlawfully discriminate against any individual or group;
- generate deceptive, misleading, or impersonating content directed at End Users;
- process categories of sensitive data that the applicable AI Feature is not authorized or configured to process;
- extract, reverse engineer, or replicate the underlying models, prompts, weighting logic, or methodologies used by the Services.

6. System Integrity and Security

Customer will not:

- attempt to access another customer's account, data, or environment;

- introduce viruses, worms, or other malicious code into the Services;
- use automated means to scrape, extract, or archive data from the Services beyond normal, authorized use of documented APIs;
- interfere with rate limits, usage metering, or Context Credit accounting mechanisms.

7. Beta Offerings

Beta Offerings are made available for evaluation purposes only. Customer will not use a Beta Offering for production communications with End Users unless expressly permitted by Journey Guru, and will comply with any additional restrictions communicated for that Beta Offering.

8. Enforcement

Journey Guru may investigate suspected violations of this AUP and take action it reasonably believes necessary, including removing or blocking content, throttling or suspending access, or terminating the Services, consistent with Section 14 (Suspension) and Section 15 (Term and Termination) of the Agreement. Journey Guru will use commercially reasonable efforts to provide notice where practical, unless immediate action is required to protect the Services, other customers, End Users, or third parties, or is required by law, a carrier, or a provider.

9. Reporting Violations

Suspected violations of this AUP, or abuse originating from use of the Services, may be reported to info@journeyguru.ai.

10. Changes to This Policy

Journey Guru may update this AUP from time to time. Material changes will be communicated in a commercially reasonable manner in accordance with Section 18.13 of the Agreement. The current version of this AUP is available at www.journeyguru.ai/aup, and the version in effect at the time of the applicable conduct governs.