

Code of Conduct: Content and Financial Transparency Policy

Our platform is a place for pure passion. Its purpose is to inspire and share, not to serve as a marketplace or a fundraising tool. This policy is designed to maintain a clean, focused, and transparent environment for everyone. It outlines our strict rules regarding content monetization, calls to action, and external links.

1. Our Guiding Principle: Inspire, Don't Solicit

The core of our platform is the celebration of individual passion. This principle must be the driving force behind all content you post. If you are passionate about a cause or an organization, your content should reflect your personal journey and skill in relation to it—it should **inspire** others.

- **Allowed:** A video documenting your personal marathon training for a charitable event. This shows your passion for running.
- **Prohibited:** A video asking for donations for that same charitable event. This is a solicitation.

Your content should aim to be a source of motivation and creativity for others, not a means to direct them to an action or a payment.

2. Prohibited Content and Financial Directives

To protect the integrity of our platform and our users, the following are strictly forbidden:

- **No Charitable Causes or Campaigns:** You are not permitted to post content that is primarily about a charitable cause, a political campaign, or a social movement. These topics, while important, belong on platforms designed for advocacy. All content must be centered on the creator's personal passion.
- **No Financial Requests:** You may not, under any circumstances, use our platform to request money, donations, or financial support. This includes, but is not limited to, linking to personal fundraising pages, promoting services like "buy me a coffee," or asking for tips. **SDF does not pay its creators or users.**
- **No Calls to Action:** Content on our platform should not be used to direct people to perform a specific action, whether it is to donate, to buy a product, to join a cause, or to sign a petition. All content must be self-contained and for the purpose of sharing your passion.

3. No Paywalls or External Monetization

All content posted on our platform must be freely accessible to all users without any cost or subscription.

- **Prohibited External Links:** You may not link to any external site where the content, a product, or a service is placed behind a paywall. This includes linking to articles, videos, or other media that require a subscription or one-time payment to view.
- **Clear Disclosure for Sponsors:** If you are creating content for a brand or sponsor, you

must make it explicitly clear.

- **Video Posts:** The sponsorship disclosure must be **at the very end of the video** and clearly marked in the description or at the beginning of the video.
- **Photo Posts:** The sponsorship must take up **less than 10% of the total post** and be clearly visible.
- **Text Posts:** Sponsorships are **prohibited** in text posts.