



Acceptable Use Policy

November 2025

Introduction

This Acceptable Use Policy ("**Policy**") applies to how you use WPP Open and any service, product and/or other offering made available in connection with it (each, a "**WPP Open Product**") and to any material that you upload or share to a WPP Open Product or that you generate (or attempt to generate) from access to and/or use of it (collectively, "**User Content**").

By using a WPP Open Product, you (meaning any entity permitted to use WPP Open and each of such entity's authorised users) agree to comply with this Policy. You also agree to co-operate reasonably with us on any matters relating to this Policy or to your access to or use of any WPP Open Product.

We may disable and/or suspend your access to and/or use of any WPP Open Product in the event of any breach of this Policy.

Acceptable use

You recognise that your access to and use of WPP Open is solely intended to assist you in connection with marketing of your products, services, content and/or activities in the ordinary course of business.

Accordingly, in particular, you may not access and/or use any WPP Open Product:

- For any fraudulent or otherwise unlawful purposes.
- In any way that breaches any law or regulation or has any illegal purpose or effect.
- In any way that breaches the rights of any third party.
- In any way that breaches any obligation you owe to us or any third party (e.g. a contractual obligation, court order or a duty of confidence).
- In any way that breaches any industry self-regulation or code of practice by which you are bound or with which you purport to comply.
- In any way that is offensive by generally accepted standards.
- To threaten (or to pose a threat to) the health, safety or fundamental rights of any person.
- To harm (or to attempt to harm) minors or vulnerable adults in any way.
- To create, send, knowingly receive, upload, download, share, post, use or re-use any material that does not comply with our content standards (see below).
- To transmit any virus(es) or any other harmful program(s) or computer code designed to have an adverse effect on the operation, security, integrity or availability of any computer software or hardware.
- To provide any legal, medical, investment, financial or other kinds of professional advice to any person.

Content standards

You may not use any WPP Open Product to create, upload or share User Content that is (or links to) any content that:

- Is illegal or promotes any illegal products, services, content or activities. Examples include, but are not limited to:
 - Terrorism or violent extremism.
 - Sanctions violations.
 - Hate offences.
 - Child sexual exploitation or abuse, including grooming.
 - Pornography or intimate image abuse, or any form of sexual exploitation.
 - Human trafficking.
 - Phishing, spamming or other unsolicited messaging.
 - Drugs or psychoactive substance offences.
 - Firearms, knives and other weapons offences.
 - Encouraging or assisting suicide or self-harm.
 - Foreign interference offences.
 - Misuse of the private information of others.
- Is defamatory of any person.
- Is obscene, indecent, offensive, threatening, abusive, hateful or inflammatory.
- Is discriminatory, including by targeting any of the following characteristics (or lack of them): age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and/or sexual orientation.
- Infringes any copyright, database right, trade mark or other proprietary right or any moral right of any other person.
- Depicts real or realistic serious violence against a person or animal (real or not) or the real or realistic serious injury of a person or animal (real or not).
- Encourages, promotes or provides instruction for any act of serious violence against a person or animal (real or not), including any act of deliberate self-harm.
- Is harmful to children or vulnerable adults.
- Encourages or promotes any behaviour that is prejudicial to health or safety.
- Is not accurate (where it states facts or objective claims) or materially misleads or deceives (e.g. impersonates someone, misrepresents identity or an affiliation with any person) or is likely to do so.
- In any way that constitutes a prohibited or high-risk artificial intelligence practice or system for the purposes of the EU Artificial Intelligence Act (Regulation (EU) 2024/1689) or other applicable law.