

# KakaoTalk Operation Policy

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kakao

# Table of Contents

<b>Table of Contents.....</b>	<b>1</b>
<b>Overview.....</b>	<b>2</b>
Scope of Application.....	2
Operational Principles.....	2
Operational Standards.....	3
Service Restrictions.....	5
<b>User Safety.....</b>	<b>8</b>
Sexual offenses against children and juveniles.....	8
Sex Offenses against Adults.....	12
Cyberbullying, including ostracism and harassment.....	15
Criminal Acts and conspiracy.....	17
Suicide and Self-Injury.....	21
Violation of privacy protection.....	23
<b>Objectionable or Sensitive Information.....</b>	<b>24</b>
Information on excessive body exposure and sexual activity.....	24
Violent or disgusting information.....	27
Profanity, abusive language and hate speech.....	29
<b>Content Related Illegal or Restricted Products and Services.....</b>	<b>31</b>
Illegal and restricted products and services, etc.....	31
Products and services harmful to juveniles.....	35
Quasi-investment advising, etc.....	38
<b>Ensure Stability and Reliability.....</b>	<b>41</b>
Transmit advertising information for commercial purposes.....	41
Service usage in a way not permitted by KakaoTalk.....	43
Steal, trade, transfer, exchange accounts, etc.....	45
A large number of reports accumulated.....	46
<b>Protect User Rights.....</b>	<b>47</b>

# Overview

Concerning KakaoTalk messaging service provided by Kakao, KakaoTalk Operation Policy provides operational standards to ensure consistency in dealing with possible problems within the service and details that users need to keep in mind while using the service.

## Scope of Application

KakaoTalk Operation Policy shall be applied to chat service areas and chat-related additional services (ex. Talk Profile, Talk Board, Open Chat Cover, Open Chat Board, Open Profile/Posts, Channel Comment, etc). Other service areas and any content unprescribed in KakaoTalk Operation Policy shall be subject to [Kakao Terms and Conditions](#) and [Kakao Operation Policy](#)

## Operational Principles

KakaoTalk operates the service in accordance with fundamental principles as follows:

**First, privacy is the priority for all messages sent to/from users.**

KakaoTalk provides relevant functions to report chat messages from non-friends not to invade privacy of its users in Regular Chats, Group Chats and Secret Chats. Also, Kakao judges whether its operation policy is violated based on the reported messages and takes necessary measures if required to protect its users or services, such as limiting service usage and the like.

**Second, Kakao applies more stringent standards for services that are accessible to any KakaoTalk users.**

For service areas that KakaoTalk users can view or engage in, such as Open Chat and Talk Channel, Kakao will apply more stringent operation principles to Regular Chats, Group Chats, and Secret Chats to prevent anyone from distributing illegal information and protect its users. However, even if the service areas are open to any KakaoTalk users, Kakao will judge whether a message or post violates the operation policy only when reported pursuant to the top principle of protecting user privacy.

**Third, usage restrictions are applied in phases to the minimum range of service.**

Kakao has made it a rule to apply usage restrictions step-by-step depending on the reasons and number of violations, only for the service area where the violation occurred. However, Kakao can permanently ban the entire KakaoTalk service for clearly illegal acts such as child/juvenile/adult sex crimes, online financial frauds, and illicit distributions of lewd/gambling information, as well as malicious usage threatening stability and reliability of the KakaoTalk service.

**Fourth, operation policy mirrors the voice of users.**

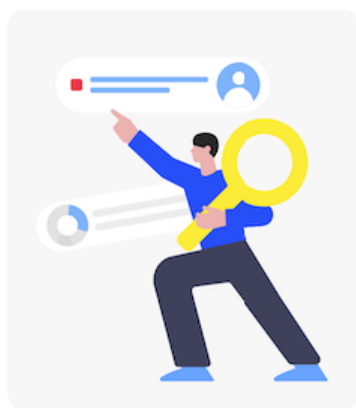
KakaoTalk continues to hear your voice and strives to improve its operation policy so that user safety measures and user rights do not conflict. KakaoTalk is always listening to your voice to protect its users and ensure their privacy and freedom of expression whenever it is necessary to improve its policies. Any modification hereof shall be notified no less than seven (7) days before its existence.

## Operational Standards

Kakao is an information communication service provider under the Act on Promotion of Information and Communications Network Utilization and Information Protection, and operates services which are guided by the Terms of Services, Operation Policies, and detailed operational guidelines, which were all established based on the Act on Promotion of Information and Communications Network Utilization and Information Protection, the Youth Protection Act, the Korea Communications Commission's provisions concerning deliberation on broadcasting and its Internet Content Grade Service([www.safenet.ne.kr](http://www.safenet.ne.kr)), and other related laws and regulations.

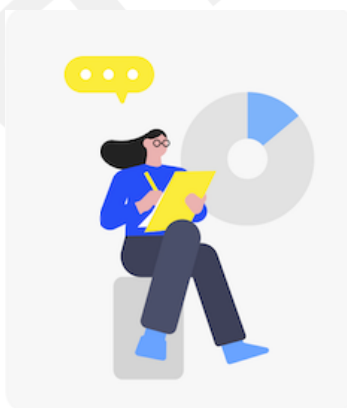
Kakao is always open to users' opinions and reports, which is used to continuously review and improve our Operation Policies and detailed guidelines. We advocate for free communication between users and strive to maintain a balance in digital safety by analyzing contents of reports and complaints submitted by users to add new policies and guidelines, and by studying users' appeals to eliminate contents that can impede on users' freedom of speech. We also collaborate closely with external experts to review our policies and quickly respond to rapidly changing social issues.

### User-submitted reports and complaints



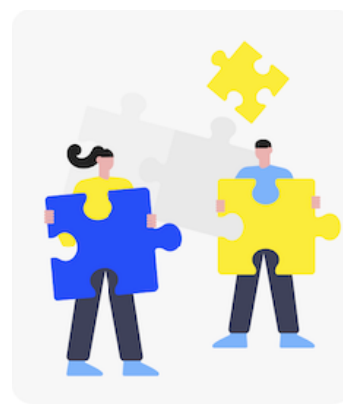
Kakao strives to prevent harm that can be inflicted on users by analyzing user reports and complaints to detect patterns and by adding preventive measures to possible harm done to other users to the Operation Policy and detailed guidelines.

### Appeals



If a user submits an appeal to reassess a service restriction, the restricted action is reviewed to confirm whether it impedes users' freedom of expression, and a decision is made on whether to maintain or eliminate the policy.

### Collaboration with external expert agencies



Kakao collaborates with external expert agencies to review our policies, which helps us create policies and services users can trust even more.

Operating standards set out the details of activities and information you should be aware of when using the service and tell you what restrictions may apply if you do any things.

We recommend you read operating standards carefully before using the service so that every KakaoTalk user can enjoy a safe and pleasant service. Also, please report any breach of our policy or information or damage caused by other users to the Kakao team promptly via the [Report](#) function.

For detailed criteria, please refer to each item page. Kakao may take countermeasures if any act, even though not listed as sub-heading and content thereafter in the operational standards, is judged to threaten user safety and violate terms of service and operation policy while being perceived as offensive or sensitive content.

## **User safety**

KakaoTalk is committed to creating environments where people can safely use the service and exerts every effort to protect children and adolescents from harmful Internet conditions. "User Safety" explains what acts and information is not acceptable since they may threaten the safety of KakaoTalk users.

- [Sex Offenses against Children and Juveniles](#)
- [Sex Offenses against Adults](#)
- [Cyberbullying, including ostracism and harassment](#)
- [Criminal Acts and conspiracy](#)
- [Suicide and Self-Injury](#)
- [Violation of privacy protection](#)

## **Objectionable or sensitive information**

KakaoTalk is committed to protecting the freedom of expression of its users for a more flexible and versatile connection. KakaoTalk is a service where people with different perspectives and of all ages, including children and teenagers, can freely engage in, and, therefore, it takes active efforts from every user to ensure respect and care for each other and protect children and juveniles. "Objectionable or Sensitive Information" explains what content is harmful to children and adolescents or not acceptable because it may cause sexual shame, discomfort, or disgust to others.

- [Information on excessive body exposure and sexual activity](#)
- [Violent or disgusting information](#)
- [Profanity, abusive language and hate speech](#)

## Content related illegal or restricted products and services

It is not permitted to consult, promote, advertise, or trade via KakaoTalk any product and service violating relevant laws and regulations, infringing the rights of others, prohibited from selling online, or not available for sale to adolescents. Please read carefully about the "Content related illegal or restricted products and services" to ensure that you have no disadvantages while using KakaoTalk.

- [Illegal and restricted products and services, etc.](#)
- [Products and services harmful to juveniles](#)
- [Quasi-investment advising, etc.](#)

## Ensure stability and reliability

KakaoTalk is committed to providing stable and reliable service to its users. Therefore, any acts that may compromise the reliability of the KakaoTalk service or affect its stable operation, such as transmitting illegal advertising information (Spam) via KakaoTalk or using the service in a manner not allowed by KakaoTalk without the explicit prior consent of the relevant user. Please read carefully about the prohibited acts stipulated in "Securing Stability and Reliability" since you may be restricted from using the entire KakaoTalk service for any act of harming the stability and reliability of KakaoTalk.

- [Transmit advertising information for commercial purposes](#)
- [Service usage in a way not permitted by KakaoTalk](#)
- [Steal, trade, transfer, exchange accounts, etc.](#)
- [A large number of reports accumulated](#)

## Protect user rights

Kakao Talk is committed to preventing users from distributing information that infringes on the rights of others, such as invasion of privacy or defamation. Users shall do no deed or post no information that may infringe other users' rights in the public areas, such as invasion of privacy, defamation, or infringement of copyright, etc. Any information reported pursuant to the procedures for [Rights Infringement Notice](#) may be restricted from appearing.

- [Infringement of rights such as invasion of privacy, defamation, infringement of copyright, etc.](#)

## Service Restrictions

## **Service Restrictions by reporting**

You can report a message and/or content judged to be a violation according to KakaoTalk Operation Policy via the Report function within the KakaoTalk services.

You can report any content available to anyone other than yourself, including messages from other people who are not your friends in a regular chatroom, messages from participants in an open chat room, user profiles, and posts.

Experienced operators will review and determine whether a message or content reported violates KakaoTalk Operation Policy, and Service Restrictions will be applied thereby. The service may also be subject to restrictions, with many report cases filed by multiple users.

However, even those who reported the damage can check only their messages and contents filed via the Report function for processing of the reported case, and KakaoTalk exerts every effort to minimize privacy infringement while dealing with the reported case.

Users can file an appeal against Service Restrictions via [Kakao Customer Service](#) at any time, and operators will review the case and decide whether to lift the Service Restrictions.

KakaoTalk exerts its utmost efforts to take fair and prompt measures on the reported case.

## **Service Restrictions**

If your activity violates Kakao Operation Policy; if the number of reports is cumulative within the Service; and/or if Kakao determines that you take advantage of the Service in a way interfering with regular service operation or causing damage to others, the KakaoTalk service may be temporarily or permanently restricted as follows.

### **Restriction of Search/Impression**

You may be excluded from the list of Recommended Friends, or chatrooms and the KakaoTalk ID you created may not be exposed in the search results. Also, your KakaoTalk profile picture may be displayed differently from what you set, such as the default image, and the cover page of Boards and Open Chat may be restricted.

### **Restricted Messaging/Posting**

Sending messages or posting/commenting may be restricted in regular or particular chatrooms.

### **Restriction of Chatroom Use**

All or part of chatroom functions may be restricted, such as Create Chatroom, Invite, Join Chatroom. Also, if the owner or any participant of a chatroom violates KakaoTalk Operation Policy, he/she may be prohibited from joining the chatroom, and sending/receiving messages, and uploading a new post/comment in the chatroom.

### **Restriction of KakaoTalk Service Use**

You may be restricted from using all or part of the KakaoTalk service, including its execution. In this case, you may be prohibited from using other services associated with KakaoTalk.

Such restrictions shall be temporary or permanent depending on how cumulative or intensive the relevant violation is. Also, if the provision of a healthy service environment is adversely affected, Kakao may restrict service usage in ways not explicitly listed in the above items under [Terms of Service](#), [Kakao Operation Policy](#), and KakaoTalk Operation Policy. In particular, for an open chat room, please be aware that Kakao may place restrictions on the open chat room when judging that there is a series of events subject to regulation, such as individual breaches by a participant.

Besides, Kakao may take measures to protect its users, such as preventing or restricting specific usage environments/patterns where a user may log in abnormally or violate terms and conditions so that users can enjoy a safe KakaoTalk experience.



# User Safety

## Sexual offenses against children and juveniles

KakaoTalk is a messaging service that even children and teenagers can enjoy freely. Kakao has established and implemented [a policy to protect children or minors](#) who use the Kakao services and is working to develop and apply various technologies to prevent sexual crimes against children and adolescents.

Kakao applies the zero-tolerance principle to child and youth sexual crimes and can permanently restrict a user whose violation is confirmed through [reports](#) of other users or institutions from using the entire Kakao services.

Based on [reports](#) from other users, KakaoTalk determines whether a user is in breach of the terms and conditions and operation policy and takes measures thereby. We ask you to have a keen interest in protecting children and adolescents from sexual crimes and any such attempts and to help them grow into healthy social members.

### Crimes related to child and juvenile sexual exploitation

Kakao does not allow its users to utilize KakaoTalk in sexual crimes related to children/juvenile sexual exploitation.

“Children/juvenile sexual exploitation” refers to the form of film, video, game content, or any such image/animated content via computer or other communication media where children/juveniles or people/expressions recognizable as children/juveniles appear to perform any of the following acts.

- Sexual intercourse
- A similar sexual act using tools or parts of a body such as the mouth or the anus
- Any act of touching/exposing all or part of a body that causes sexual humiliation or disgust among the public
- Masturbation
- Other sexual activities

Kakao may permanently restrict relevant users from using the entire KakaoTalk services under the zero-tolerance principle against child/juvenile sexual crimes as soon as it confirms, via the [Report](#) function, that any of the following acts regarding “child/juvenile sexual exploitation” occurred.

- Produce child/juvenile sexual exploitation content
- Distribute and provide content of child/juvenile sexual exploitation

- Advertise and introduce the content of child/juvenile sexual exploitation for the purpose of distribution and provision
- Advertise or introduce external sites or apps that provide content of child/juvenile sexual exploitation or induce users to any such things
- Purchase content of children/juvenile exploitation, store or watch any such content even in the full knowledge of its properties, and express one's clear intention to utilize the relevant content
- Recommend children and juveniles to producers who make the content of children/juvenile sexual exploitation
- Use the content of children/juvenile sexual exploitation to threaten the relevant children and juveniles therein
- Threaten, entice, conspire or encourage people to make the content of children/juvenile sexual exploitation

In addition, if anyone submits a report on the “content of children/juvenile sexual exploitation” via [Report the Distribution of Illegally Filmed Content](#) in the service areas where any KakaoTalk user can watch or join, Kakao may take a series of applicable measures such as restrictions on search/impression to prevent any such content from spreading. However, any information deleted from the server shall not be subject to such restrictions herein.

### **Conversations for child and juvenile sexual exploitation, etc.**

Kakao does not allow KakaoTalk to be used in any conversation intending to sexually exploit children and juveniles.

“Conversations that intend to sexually exploit children and juveniles” refer to any of the following acts done to children or juveniles. Kakao may permanently restrict the reported user from using the entire KakaoTalk services pursuant to the zero-tolerance principle as soon as it confirms any such conversation through reports from its users.

- Make a conversation that may [cause sexual desire, humiliation, discomfort, or disgust](#)
- Engage in conversations that may [cause sexual desire, humiliation, discomfort, or disgust](#)
- Threaten, entice or suggest sexual activities, such as sexual intercourse, similar sexual intercourse, exposure of all or part of a body, masturbation, etc.
- Threaten, entice or suggest sales of photos or videos expressing sexual activities, such as sexual intercourse, similar sexual intercourse, exposure of all or part of a body, masturbation, etc.
- Express an intent to accept or use photos or videos expressing sexual activities, such as sexual intercourse, similar sexual intercourse, exposure of all or part of a body, masturbation, etc., by promising or providing compensation including money or other property gains, or convenience, etc.

## Other crimes against children and juveniles

Kakao does not allow its users to utilize KakaoTalk in sexual crimes against children and juveniles.

Kakao may permanently restrict the reported user from using the entire KakaoTalk services as soon as it confirms any of the following acts via s from its users according to the zero-tolerance principle concerning sexual crimes against children and juveniles.

- Rape, abuse, assault, or commit adultery against children and juveniles or conspire any such acts
- Traffick children and juveniles
- Purchase the sex of children and juveniles
- Threaten, lure, or encourage children and juveniles to sell their sex for the purpose of buying it
- Threaten or force children and juveniles to sell their sex through violence, intimidation, debt, hierarchy, power, work, employment, etc.
- Induce, encourage, or force children and juveniles to sell their sex commercially
- Arrange sexual purchase of children and juveniles or provide relevant information
- Conspire other sexual crimes against children and juveniles and share relevant information

## Protect children and juveniles in Open Chats

Kakao is well aware that Open Chats should be the service where anyone freely communicates about each other's matters of interest. However, Kakao also regards protecting children and juveniles from harmful Internet environments as one of the essential values and responsibilities it must safeguard.

Kakao may limit the impression of search results on the Open Chat Home regarding an open chat room or open profile, if confirming any of the following cases have occurred in the relevant open chat room or open profile via user [reports](#), such as the risk of exposing children/juveniles to sexual crimes. If an unsound intent is apparent and suspected, Kakao may also restrict access to or usage of the relevant open chat room or open profile and prohibit the doubtful user who created the open chat room or open profile from using the Open Chat service.

- An open chat room for arranging adult-to-child/juvenile meetings and conversations (audio/video inclusive) (However, group chat rooms with a clear purpose and no illegal nature are allowed, such as hobbies or matters of interest.)
- Open chat rooms for arranging paid relations between adults and children/juveniles
- Open chat rooms for arranging part-time jobs or recruitment for children and juveniles (However, an open chat room shall be allowable when it has no illegality and clearly states recruitment information such as business, occupation, brand, region, etc., while complying with relevant laws and regulations, including the LABOR STANDARDS ACT
- Open chat rooms for proxy purchasing and paying for products and services that children and juveniles are not allowed to buy

- If the unsound intention of an open chat room is apparent or suspected, such as teenage runaway

If a case falls under any of the following examples regarding sexual criminals, please be aware that Kakao may take a series of measures, such as prohibiting access to and use of relevant open chat rooms or open profiles, curtailing search results on Open Chat Home, and exposure of posts, and restricting those who created the relevant open chat room or open profile from using the Open Chat service.

- If the name and photo of a convicted sexual offender is used as a profile
- If a user creates and operates an open chat room defending or supporting a convicted sex offender and encouraging other sexual crimes
- If a user upload posts that defend or support convicted sexual offenders

To protect children or minors under 19 in an open chat, Kakao adopts procedures that temporarily restrict them from using the Open Chat service upon the request from their legal representatives or by consent of their own. For more details, please refer to the [Service Restrictions](#).

## Sex Offenses against Adults

Kakao does not allow its users to utilize KakaoTalk for exploiting/purchasing other user's sex or attempting to do any such acts or distributing illegally filmed content/false video, etc.

Based on [reports](#) from other users, KakaoTalk determines whether a user is in breach of the terms and conditions and operation policy and takes measures thereby. If you are victimized by a sexual crime or find others exposed to a sexual assault, please report it promptly via the [Report](#) function within the service to prevent the spread of damage.

### Crimes related to illegally filmed materials and fake videos

Kakao does not allow its users to utilize KakaoTalk in sexual crimes related to illegally filmed content/false videos. Also, the company shall apply the zero-tolerance principle to the relevant crimes.

The "illegally filmed content" refers to shooting a body while using a camera or similar mechanical devices in a manner that causes the sexual desire or humiliation and to distributing any such filmed or copied content against the will of a person who was filmed even though he/she did not raise opposition at the time of the shooting (including a case of filming one's own body).

"False image" refers to editing, synthesizing, or processing ("Editing") photos, videos, or speeches ("Videos") of a person's face, body, or voice into a form of content that may cause sexual desire or humiliation and to distributing any such edited or copied content against the person's will even though he/she did not raise opposition at the time of editing.

Kakao may permanently restrict the reported user from using the entire KakaoTalk service according to the zero-tolerance principle if confirming any of the following acts related to illegally filmed or false content via [reports](#) by another user or institution.

- Distribute or provide illegally filmed content or false videos
- Sell, rent, display, or show illegally filmed content or false videos
- Advertise and introduce illegally filmed content and false videos for the purpose of distributing, providing, or selling them
- Advertise or introduce external sites or apps that provide illegally filmed content and false videos, or induce users to any such things
- Purchase illegally filmed content, store and watch any such things despite knowing they are illegal, and actively express intention to use illegally filmed content
- Threaten or lure the photographed person, using illegally filmed content
- Threaten, entice, conspire or encourage people to make illegally filmed content

In addition, if anyone files a complaint on the “illegally filmed materials and fake videos” via [Report the Distribution of Illegally Filmed Content](#) in the service areas where any KakaoTalk users can see or join, Kakao may take a series of applicable measures such as restricting search results/impressions to prevent any such content from spreading. However, any information deleted from the server shall not be subject to such restrictions herein.

### **Conversations for prostitution and sexual exploitation, etc.**

Kakao does not allow KakaoTalk to be used in any conversation for prostitution, sexual exploitation, etc.

Kakao may partially restrict the reported user from using the KakaoTalk services if it identifies any of the following acts via the [Report](#) function. However, Kakao may permanently restrict those who force or threaten other users to transmit photos of body parts or videos/images that they perform sexual activities or conspire human trafficking and sexual crimes from using the entire KakaoTalk services.

- Arrange, encourage, seduce or force other users to engage in prostitution
- Threaten, force, or recommend the sale of photos of body parts or videos/images showing sexual activities
- Force or threaten other users to send pictures of body parts or videos/images showing sexual activities
- Conspire human trafficking for prostitution
- Threaten, induce, conspire or instigate people to exploit other’s sex, such as plotting other sexual crimes and sharing relevant information

### **Sexual harassment**

Kakao does not allow sexual harassment utilizing KakaoTalk.

Kakao regards any of the following acts performed via KakaoTalk to arouse or satisfy the sexual desires of a user himself/herself or other users as “sexual harassment.”

- Transmit or post [information causing sexual humiliation, discomfort, or disgust](#) to specific users
- Transmit or post a link where anyone can find [information causing sexual humiliation, discomfort, or disgust](#) to specific users
- Ask or force specific users to have sexual conversations

Kakao may partially restrict the reported user from using the KakaoTalk services if it identifies any act falling under sexual harassment via the [Report](#) function. However, Kakao may permanently restrict those who transmit [obscene information](#) from using the entire KakaoTalk services.

## Restrict unhealthy conversations in Open Chats

Kakao supports the freedom of expression of its users and hopes that Open Chat will serve as a place where users can freely share and discuss matters of common interest and social issues through flexible and diverse connections between users. However, an open chat room created for sexual meetings and conversations or paid meetings and conversations shall not be allowed since it may expose users to sexual crimes, including sexual abuse or production of sexual exploitation, or encourage illegal acts including prostitution, etc.

If Kakao identifies any of the following examples on open chat rooms or open profiles via the [Report](#) function, it may restrict search results on Open Chat Home regarding the relevant open chat rooms or open profiles. If unsound intent is apparent and suspected, Kakao may also restrict its users from accessing or using the relevant open chat room or open profile and prohibit the doubtful user who created the open chat room or open profile from using the Open Chat service.

- An open chat room created for the purpose of arranging sexual relationships or conversations (including voice and image) or suspected of the aforementioned intent (including words implying sexual activity, taste, direct and indirect expressions of sexual orientation, slangs, etc.)
- Open chat rooms created for the purpose of recruiting guests or part-time workers or seeking any such job opportunities to create adult content
- Open chat rooms created for arranging meetings or conversations (including voice and image) to provide or sponsor money or other conveniences
- Open chat rooms created for recruiting and job seeking without clear details of employment information (However, an open chat room that contains clear details of employment information such as business, occupation, brand, region, etc., complies with relevant laws and regulations such as the LABOR STANDARDS Act and has no illegality.)
- Other open chat rooms where unhealthy intent is apparent or suspected

## Cyberbullying, including ostracism and harassment

Kakao does not allow cyber violence such as group bullying, harassment, or stalking via kakaoTalk. Bullying, harassment, and other cyber violence make a person feel depressed and psychologically distressed while threatening one's safety. If continuously repeated, they may take a victim to the extreme.

Kakao shall not be able to check service usage or history of conversations between users even if any damage occurs to them according to the principle of privacy and freedom of communication stipulated in the Constitution. As a result, any message or claim reported by complainants may not be enough to address the problem of bullying or harassment. Even in such cases, however, you can still protect yourself by taking full advantage of the following tools that Kakao provides:

- Are you continuously invited to a group chat room you don't want? Learn more about [Decline an Invite from or leave a Group Chat Room](#)
- Are you continuously receiving messages from a contact you don't want? Learn more about [Block a person with whom you don't want to chat](#)
- Did you post an article that may harm your reputation, including false stories or rumors, or upload photos/videos or personal information on the areas where other users can also see them, such as a board? Learn more about [Rights Infringement Notice](#)

Kakao wants all its users to enjoy the KakaoTalk services in a sound and safe manner and continues to complement its technology and policies to protect its users from cyber violence.

### Ostracism and harassment

Kakao recognizes bullying and harassment via KakaoTalk as a serious social problem and seriously takes perpetrating school violence using KakaoTalk. If you have been bullied on KakaoTalk, please ask your parents, teachers, and other adults around you to help you out.

Kakao opposes the following examples of harassment using KakaoTalk. If Kakao receives a [report](#) from a victim who has been bullied continuously and repeatedly, it will closely review the report and may restrict the reported user from using part of the KakaoTalk services if it is deemed necessary for protecting the victim.

- Continue to invite the relevant user not to make him/her leave the group chat room
- Leave the group chat room all at once after inviting the relevant user
- Invite the relevant user to a group chat room and ignore him/her unconditionally
- Invite the relevant user to a group chat room and swear words in the group or share humiliating photos/videos
- Invite the relevant user to a group chat room to paralyze his/her phone by transmitting meaningless messages



- Distribute personal information of the relevant user in a group chat room or post that many users can view
- Ask, force, and extort the relevant user for money or convenience
- Force the relevant user to transfer or share his/her Kakao account

## Cyberstalking

Kakao does not allow cyberstalking via kakaoTalk.

Kakao defines an act of causing anxiety or fear to the other person by having objects, words, signs, sounds, pictures, images, and videos reach the person or his/her partner or family members via KakaoTalk without any justifiable reasons by means listed below as “cyberstalking.”

- Send messages continuously by changing accounts, even though the sender was blocked
- Post the reporter’s personal information, including contact or address, to the areas that other users can view or transmit such information via text message to induce others to visit the reporter’s place or call the reporter
- Distribute facts, pictures, or images related to the reporter
- Use the KakaoTalk internal services (ex. Gifts, Order, etc.) to send goods or messages repeatedly against the reporter’s will
- Any other action that may cause anxiety or fear to the reporter

If Kakao receives a [report](#) from a victim who has been stalked continuously and repeatedly, it will closely review the report and may restrict the reported user from using part of the KakaoTalk services when deemed necessary for protecting the victim. Criminal acts and conspiracies, etc.

## Criminal Acts and conspiracy

Kakao does not allow criminal acts, conspiracy, and any such attempts via KakaoTalk. Kakao may immediately and permanently restrict the relevant user from using the entire KakaoTalk service if a clear criminal act or conspiracy has been identified or measures against damage propagation are required to protect other users.

### Cyber financial crime

Kakao is committed to developing a range of technologies and functions to prevent financial crimes using KakaoTalk. We recommend you to learn about tools for [Identify non-friends](#) and [Beware of impersonating your friends](#) provided by KakaoTalk to protect its users from phishing attacks.

Kakao decides the following activities using KakaoTalk as financial crimes such as financial fraud, money extortion, etc., and thereby does not allow any such activities. If you have received any of the following requests from other users, please file a report on the relevant message and information via the [Report](#) function in the service so that Kakao can take urgent measures. Kakao may immediately and permanently restrict the relevant user from using the entire KakaoTalk services to control damage if phishing attacks or any such attempts are identified through reports from users or requests from institutions.

- A request for money, financial information, and identification card by impersonating your family member or acquaintance
- A request for money, financial information, and identification card by pretending to be an officer at governmental agencies such as the police, the prosecution, the financial supervisory service
- A request for money, financial information, and identification card on the excuse of borrowing money by pretending to be an officer at financial institutions
- A request for money, financial information, and identification card by using a name of Kakao service or impersonating employees or management of Kakao
- A request for money or transmission of malicious codes or app links for spycam
- An act of sending SMS phishing messages for the purpose of stealing financial information
- An act of approaching for the purpose of romance scams and asking for money or financial information
- An act of requesting personal information or remitting or transferring funds to make a profit of fortune by deceiving or intimidating others or make third parties take profit of fortune

### Cyber frauds

Kakao does not allow its users to utilize KakaoTalk in any of the following frauds. If you become a fraud victim by other users, please immediately request an investigation agency for investigation and report the relative fact via the [Report](#) function in the service. Kakao may immediately and permanently restrict the reported user from using the entire KakaoTalk services to control damage if any criminal attempts are identified through user reports.

- A direct transaction fraud that swindles money or goods after indicating a selling or purchasing intent
- A fraud in which a user swindles money by opening a shopping mall and inducing direct deposit
- A fraud in which a user swindles money after showing the intention to trade game items, make a proxy purchase, or provide services
- Other fraud and swindling that utilize KakaoTalk

If Kakao identifies, from user [reports](#), an open chat room or open profile dealing with any of the following goods and services that may utilize other users' needy situations to defraud their money, it may restrict search results on the relevant open chat room or open profile from appearing on the Open Chat Home. If unsound intent is apparent and suspected, Kakao may also restrict its users from accessing or using the relevant open chat room or open profile and prohibit the doubtful user who created the open chat room or open profile from using the Open Chat service.

- Scalping tickets sold with premium
- Service that deletes the illegal or concerningly illegal history of usage as a proxy
- Chat service that plays a role (ex. Bot, lover, etc.)
- Other products or services that concerningly swindles money

### **Speculative acts including cyber gambling, etc.**

"Speculative acts" refer to an act of gaining interests or inflicting losses by accumulating wealth or profit of fortune and accidentally determining gains and losses. Any of the following websites and applications shall be considered illegal speculative sites, except those operated by licensed or authorized operators under relevant laws and regulations.

- Any site that publishes or sells sports promotion voting rights and the like (ex. Private Toto or illegal sports gambling)
- Any site that issues or sells riding betting slips, winner betting slips, and the like (Horse racing, bicycle race, boat race, etc.)
- Any site that issues or sells lottery tickets and the like (ex. private Powerball, power ladders, etc.)
- Any site that arranges or purchases lottery (including foreign lottery) by proxy
- Any speculative site for the delivery of prize money according to the specific payment criteria

Kakao does not allow its users to utilize KakaoTalk as a medium or communication method for gambling or speculative acts or for the purpose of promoting speculative sites or services. If you have identified any of the following activities while using KakaoTalk, please file a report on the relevant message and information via Report in the service. If Kakao identifies speculative activities from [Report](#), it may immediately and permanently restrict the reported user from using the entire KakaoTalk services and permanently prohibit the owner and admins of any such open chat room created for speculations from using the entire KakaoTalk services.

- An act of sending messages that promote speculative sites and services
- An act of inducing the use of speculative sites and services
- An act of creating a chat room for speculation purposes
- An act of gambling in a chat room for speculation purposes
- An act of utilizing KakaoTalk for other speculation purposes

Any of the following open chat rooms that share information encouraging speculation, stimulating gambling spirit, or promoting illegal speculative websites shall be restricted from appearing as a search result on Open Chat Home. If Kakao identifies the aforementioned speculative activities from user [reports](#), it will immediately restrict its users from accessing the relevant open chat room and permanently prohibit the owner and admins of the relevant open chat room from using the entire KakaoTalk services.

- An open chat room for sharing information, such as sports analysis, investment techniques, profit prediction, etc. (ex. Sports Toto, Proto, etc.)
- An open chat room for sharing information, such as lottery analysis, investment techniques, profits, etc. (ex. Powerball, etc.)
- An open chat room for sharing information, such as analysis of horse, bicycle racing, and boat racing, investment techniques, and profits
- An open chat room for sharing gambling game information, such as Hwatu cards, playing cards, sports betting, etc.
- An open chat room for promoting and sharing gambling game information, such as Holdem bar (pub), casino bar (pub), adult PC room and adult game room
- An open chat room for promoting and sharing information on private FX margin trading (ex.FX rent) while encouraging consulting and promoting subscription thereto
- An open chat room for sharing information that may encourage other speculative activities

## **Other criminal acts and conspiracies**

Kakao does not allow its users to utilize KakaoTalk in crimes and conspiracies. If you identify any crimes or conspiracies utilizing KakaoTalk, please immediately request an investigative agency for investigation and report relative fact via the [Report](#) function. Kakao may immediately and permanently restrict the relevant user from using the entire KakaoTalk services to protect its users from crimes if any such crime or conspiracy utilizing KakaoTalk is identified through reports from users.

- An act of preparing, conspiring, instigating, propagating for the purpose of rebellion or disturbance
- An act of preparing, conspiring, instigating to use explosives
- An act of preparing or conspiring to commit arson or incendiarism
- An act of preparing or conspiring to lend out or accept a daily installment loan
- An act of preparing or conspiring to obstruct traffic
- An act of preparing or conspiring to interrupt the use of drinking water
- 유An act of preparing or conspiring to counterfeit or falsify currency
- An act of preparing or conspiring to counterfeit or falsify securities, stamps, or postage stamps
- An act of preparing or conspiring to murder
- An act of preparing or conspiring for odor, enticement or human-trafficking
- An act of preparing or conspiring to attempt rape, pseudo-rape, quasi-rape, or quasi-indecent assault
- An act of preparing or conspiring to commit theft or robbery
- An act of preparing or conspiring to launder money
- An act of providing information that motivates or helps carry into effect illegal activities or utilize KakaoTalk in criminal conspiracy

## Suicide and Self-Injury

Kakao does not allow users to distribute any information related to suicide or self-injury to protect the precious lives of KakaoTalk users and create a culture of reverence for life.

If you are suffering from melancholia or depression, we ask you to stop suffering alone and receive help from suicide prevention agencies to save your precious life.

### Protect a user at risk of suicide

Kakao cooperates with emergency services specified in the ACT ON THE PREVENTION OF SUICIDE AND THE CREATION OF A CULTURE OF RESPECT FOR LIFE to protect its users' life and body if receiving a request to provide information on any of the following users who is at risk of committing suicide from the aforementioned services. If you find any user who is exposed to or is at risk of suicide while using the KakaoTalk services, please submit the report to emergency services such as the police or fire service after reporting the case quickly via the [Report](#) function in the service to safeguard a precious life.

- A user who expresses a suicide intent or plan
- A user who recruits suicide partners
- A user who is determined to commit suicide by purchasing goods (charcoal briquette, pesticides, herbicides, insecticide, etc.) or expressing their intention to purchase them

### Dissemination of suicide-inducing information

"Suicide-inducing information" refers to the information used to encourage or assist suicide actively. For the safety of its users, Kakao may take a series of applicable measures, such as restrictions on search results in Open Chat Home, access to and/or usage of open chat rooms or open profiles, display of posts, etc., if it detects suicide-inducing information through user [reports](#) in its service areas where any KakaoTalk users can watch or join.

- Information on recruiting suicide partners
- Information on how to commit suicide
- Documents, photos, and videos containing the content of committing or inducing suicide
- Information on the sale or use of suicide instruments
- Other information equivalent to the above and intending to cause suicide

### Restrictions in Open Chats

Users can share and discuss their experiences or opinions about mental health issues, including depression, via KakaoTalk open chats. However, it is not acceptable to share information that may instigate suicide or self-injury or aid a suicide attempt. An open chat room or open profile falling under any of the following cases shall be prohibited from appearing as a search result on Open Chat Home, and users are restricted from accessing or using the relevant open chat room to prevent further discussions or executions.

- An open chat room for recruiting suicide or self-injury partners
- An open chat room sharing method for suicide or self-injury
- An open chat room sharing photos and videos where a suicide or self-injury attempt is performed or encouraged
- An open chat room sharing information about selling or using suicide apparatus
- An open chat room encouraging or glorifying eating disorders (including anorexia, bulimia, etc.)
- An open chat room aiming for other suicide or joint suicide, aiding suicide or self-injury, or sharing information that may entice or cause any such things

## Violation of privacy protection

“Personal information” refers to any information that helps identify a particular person, such as name, resident registration number, or video, and that can be easily combined with other information to identify a particular person.

Kakao considers personal information protection its primary responsibility, and, therefore, does neither allow any activity to distribute or post other's personal information via KakaoTalk nor to collect, steal and transact it in violation of relevant laws and regulations such as the PERSONAL INFORMATION PROTECTION ACT and the INFORMATION COMMUNICATIONS NETWORK ACT.

If other users posted defamatory articles that spread false stories or rumors or photos/videos and personal information without the owner's content on areas that other users can see, such as a bulletin board, please learn more about the [Rights Infringement Notice](#).

Also, if any infringement as exemplified below is identified, please file a [report](#) on the relevant message and information. Kakao may restrict the reported user from using certain functions in the KakaoTalk service to protect its users if it identifies any violation via relevant messages and information. In addition, Kakao may also take a series of applicable measures to control damage to users, such as restricting search results on Open Chat Home, access or use of open chat rooms or open profiles, or visibility of posts, if Kakao identifies the relevant information in a service area that any KakaoTalk user can view or engage in.

- Disseminate or post personal information such as name, phone number, address of others in the areas that other users can see
- Trade or attempt to trade other's personal information
- Impersonate others or companies to request for or collect personal information
- Collect personal information without consent to its collection and use
- Lure users to external sites for the purpose of stealing personal information
- Encourage to install or transmit malicious files, apps, etc. for the purpose of stealing personal information
- Threaten to disseminate/post private or personal information
- Extract a KakaoTalk user's authentic key using abnormal clients, apps or programs and provide information therefrom to third parties without Kakao's explicit consent
- Take advantage of illegally collected personal information, such as appropriating, stealing, or trading other's personal information and creating accounts and IDs



# Objectionable or Sensitive Information

## Information on excessive body exposure and sexual activity

Kakao does not allow its users to distribute information on excessive body exposure and sexual activities that are contrary to the sexual morality of the general public and cause sexual excitement and intense humiliation by stimulating sexual desire.

### Obscene information

Kakao may consider the distributed information obscene if it depicts or expresses sexualized body areas (even in the manga, illustration, animation, pornography, figure, real doll, and any other expressive content), such as male/female genitals, groin, pubic hair, and anus, and/or explicitly describes or elaborates sexual activities with such areas exposed.

- Any content expressing or describing exposure of male and female genitals, groin, pubic hair, and anus
- Any content showing male and female genitals, groin, pubic hair, and anus through transparent clothing (or mosaic)
- Any content explicitly describing sexual violence such as rape, gang rape, sexual abuse, etc.
- Any content expressing or describing inter-sexual or homosexual activities with male and female genitals exposed
- Any content explicitly expressing or describing pseudo-sexual intercourse that utilizes tools or parts of the body (ex. mouth and anus, etc.) with male and female genitals exposed
- Any content vividly expressing or describing abnormal intercourse such as bestiality, necrophilia, promiscuity, etc. with male and female genitals exposed
- Any content expressing or describing masturbation activity performed to parts of the body other than genitals with the help of sexual instruments or similar devices and with male and female genitals exposed
- Any content directly and vividly describing sexual games with children and juveniles
- Any content explicitly describing sexual crimes against children and juveniles

Kakao may immediately and permanently restrict the relevant user from using the entire KakaoTalk services if it identifies obscene information (including articles with obscene content or links) from the [Report](#) function in all its service areas, including KakaoTalk message. If Kakao identifies the relevant information in a service area that any KakaoTalk user can view or engage in, Kakao may also take a series of applicable measures to prevent the spread of the reported information, such as restricting search results on Open Chat Home, access or use of open chat rooms or open profiles, or visibility of posts.

## Sexual information

Except for obscene information, content describing excessive physical exposure and sexual activity shall be considered sexual information.

- Any content expressing or describing the naked body without exposing male and female genitals, groin, pubic hair, and anus
- Any content expressing or describing male and female hip or female breast (or nipples)
- Any content expressing or describing the upper body with nipples concealed
- Any content expressing or describing the lower body without male and female genitals, groin, pubic hair, or anus exposed
- Any content explicitly expressing or describing the upper body with clothes on, breast exposed, and nipples concealed
- Any content expressing or describing the upper body exposure in cloth
- Any content expressing or describing the lower body exposure in clothes without showing male and female genitals, groin, pubic hair, anus, etc.
- Any content expressing or describing the lower body exposure in tighter clothes with showing the natal silhouette
- Any content expressing or describing inter-sexual or homo-sexual activities without exposing male and female genitals
- Any content expressing or describing sexual activities that give a handjob or use the mouth to stimulate male and female genitals, breast, or hip under the clothes
- Any content expressing or describing masturbation of one's breasts
- Any content expressing or describing masturbation that uses parts of the body or sexual instruments under the clothes
- Any content specifically describing sexual activities, using suggestive and disgusting sexual expressions and/or profane and vulgar language about male and female genitals
- Any content expressing or describing the sound of moaning, facial expression, and the like related to sexual activities in a highly stimulating manner
- Any content specifically expressing or describing abnormal intercourses such as bestiality, necrophilia, promiscuity, incest, sadistic or masochistic erotomania, voyeurism, etc.
- Any content making others recognize sexual contact in clothes
- Any content expressing or describing kisses that use each other's tongues
- Any content expressing or describing byproducts from sexual activity (ex. Semen, love-juice, etc.)
- Any content expressing or describing abnormal sexuality of fetishism
- Videos and images containing no sexual activities that cause sexual humiliation or disgust but exposing the body of the child and juvenile that may be misused in sexual crimes
- Other information that may significantly aggravate layperson's sexual humiliation

If Kakao identifies from [report](#) the distribution of obscene information in a service area that any KakaoTalk user can view or engage in, it may take a series of applicable measures, such as limiting

search results in Open Chat Home, access to and/or usage of open chat rooms or open profiles, visibility of posts, as well as restricting the relevant user from using part of the KakaoTalk services depending on the level of expressive form and content of the information.

Even for medical, educational, and artistic purposes, if the distributed information depicts or expresses sexualized areas of the body such as male and female genitals, groin, pubic hair, anus, and female nipples and/or explicitly describes or elaborates sexual activities, Kakao may consider it sexual information and thereby restrict the reported user from using the Kakao services. Provided, however, that unless otherwise distributed for inflicting sexual humiliation, the open chat room or open profile may request Kakao to remove access restrictions by vindicating the proper reason.

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## Violent or disgusting information

Kakao does not allow its users to distribute any information that is violent or cruel or causes aversion.

If Kakao identifies from [Report](#) the distribution of violent, cruel, or aversive information in a service area that any KakaoTalk user can view or engage in, it may take a series of applicable measures, such as limiting search results in Open Chat Home, access to and/or usage of open chat rooms or open profiles, visibility of posts, as well as restricting the relevant user from using part of the KakaoTalk services depending on the level of expressions and content of the information.

### Violence and cruelty

Any content realistically and concretely describing physical and mental pain inflicted on people and expressive products (ex. Characters in a cartoon or animation) shall be considered information on violence and cruelty.

- Any content expressing or describing a cruel murder scene or abandonment of a dead body, such as a cut or destruction with blood and bleeding
- Any content expressing or describing torture or violence inflicted to a person in a defenseless state
- Any content expressing or describing suicide, injury, violence, threat, abuse against socially marginalized people such as the disabled, the elderly, the pregnant, and the infirm
- Any content specifically expressing or describing suicide, self-injury, or self-torture
- Any content expressing or describing an excessively damaged body or corpse
- Any content expressing or describing the criminal technique in detail or caricaturing or beautifying violence
- Any content expressing or describing people burnt or caught on fire
- Any content realistically and specifically expressing or describing physical or mental pains so that people may feel the cruelty

### Hatred information

Any content that many users may resist or avoid shall be considered hatred information.

- Any content that expresses or describes vomit, urination(urine), excretion(excrements), etc.
- Any content that expresses or describes female menstruation, vaginal discharge, etc.
- Any content that specifically expresses or describes abortion, incision, amputation, childbirth and surgical scene, etc.
- Any content that specifically expresses or describes illness symptoms of humans and animals

- Any content that expresses or describes artificially and densely tattooed patterns so that others may fear
- Any content expressing or describing ghosts that others may fear
- Any content that may makes others feel insulted

## **Cruelty to animals**

Cruelty to animals refers to the act of inflicting physical mistreatment and stress, unnecessary or avoidable, on animals without any justifiable reason, as well as the act of neglecting hungry or sick animals without taking appropriate measures. Photos or videos shooting or depicting the following actions shall be considered the content of cruelty to animals.

- An act of killing animals by cruel means, such as hanging an animal by the neck
- An act of leading an animal to death in public places such as on the road
- An act of leading an animal to death in front of other animals of the same kind
- An act of leading an animal to death by intentionally giving no feed or water
- An act of causing injury using physical and chemical methods, such as tools and drugs (except for prevention and treatment of disease or animal experiments conducted pursuant to relevant laws and regulations)
- An act of damaging the body of a living animal, collecting body fluids, or installing a device to collect body fluids
- An act of harming animals for gambling, advertisement, entertainment, or amusement
- An act of capturing, selling, or killing animals
- An act of capturing animals to sell or kill them
- An act of arranging sales of or purchasing lost or abandoned pets, or animals whose owner is unidentifiable
- An act of using animals for gambling
- An act of promoting and advertising gambling that uses animals
- An act of providing animals as a prize or giveaway for gambling, contest, lottery, game, entertainment, advertisement, etc.
- An act of renting animals for profit (except for renting helper dogs for the disabled)
- An act of not delivering animals directly to the buyer or through a professional animal courier when selling them
- An act of inflicting physical pain on, injuring, or causing death to animals without any justifiable reason

## Profanity, abusive language and hate speech

Kakao does not allow the use of profanity and abusive language that could make others uncomfortable as well as hate speech that undermines the human rights and dignity of other users and threatens their safety.

If Kakao identifies from user [reports](#) any profanity, abusive language or hate speech in a service area that any KakaoTalk user can view or engage in, Kakao may—in light of the type, content, subject and context of such expression—take a series of the following actions: partially restricting the use of services provided by KakaoTalk; restricting search results on Open Chat Home, access to or use of open chat rooms or open profiles, or visibility of posts; etc.

### Profanity and abusive language

Any excessive expression that may inflict humiliation or displeasure to other users or make them feel verbally abused shall be considered profanity and abusive language.

- A profane or abusive language that explicitly expresses or depicts sexual activity or sexualized areas of a body
- A profane or abusive language that expresses violent destruction of a body
- A profane or abusive language that compares a person to an animal or disparages body damage or taste
- A harsh slang or vulgar language that disparages or insult the other party
- A foul language that uses part of the body, such as a finger that may be insulting to other people
- Any content that induces profanity (ex. curse and damn, curse-free, please curse me, etc. )
- Other profane or abusive languages that may humiliate or insult others

### Hate speech

KakaoTalk is committed to protecting the freedom of expression of its users for a more flexible and versatile connection. In the meantime, Kakao also recognizes protecting the human rights of its users as primary duty and responsibility. Kakao has established the [Kakao's Principles to Counter Online Hate Speech](#) and applied them to look out for statements abusing freedom of expression and threatening the safety of others and root out online hate speeches.

Kakao defines extreme verbal violence on a particular group based on biased perceptions as 'hate speech.' It is not permissible to damage human dignity, incite violence, or promote discrimination or prejudice by questioning any of the following aspects.

- Place of Origin (country, region , etc.)

- Race
- Appearance
- Disability or Illness
- Socio-economic situation (Occupation, Status, etc.)
- Religion
- Age
- Gender
- Sexual Identity
- Sexual preference and other identity-related factors

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# Content Related Illegal or Restricted Products and Services

## Illegal and restricted products and services, etc.

Via KakaoTalk, users are not allowed to sell or provide goods and services prohibited by law, restricted from selling online, infringing on another's intellectual properties, or violating good morals or other social order.

Kakao may restrict its users from using part of the KakaoTalk services as soon as it confirms the sales or provision of illegal goods or services via a [report](#) from its users or request from external institutions. Also, the company may permanently restrict the entire service usage if deciding that there is a clear tort or service restrictions are required to protect other users. In addition, if Kakao finds any information related to illegal/prohibited goods and services in the service areas where any KakaoTalk user can see or join, it may take a series of applicable measures, such as limiting search results on Open Chat Home, restricting access/usage of open chat rooms or open profiles, or curtailing exposure of posts, etc.

### Illegal products and services

Selling or arranging to sell the following products are strictly prohibited under the current laws and regulations. It is not allowed to utilize KakaoTalk to sell or arrange sales of the following products directly or to promote, advertise, consult or transact to encourage the access or installment of external sites or apps that sell the relevant products (including a free offer).

- Drugs (illicit drugs (ex. poppy, opium, and Coca leaves, etc.), psychotropic drugs, marijuana)
- Blood/Certificate of blood donation
- Military uniforms and military equipment, pseudo-uniforms
- Police uniforms and police equipment, pseudo-police uniforms and pseudo-police equipment
- Illegally captured or imported wild animals and processed foods made thereof
- Tools to capture wildlife (ex. Traps, gins, snares, etc.)
- Endangered wild plants and animals, and taxidermy
- Pornography
- Illegal medicines
- Goods that the seller does not have proper ownership of, such as stolen goods or founds
- Illicit replica mobile phone, or fake mobile phone
- Gift certificates that cannot be transferred or sold (ex. rail ticket, registered ticket, and winning ticket or admission ticket for an international event, etc.)
- Media content that has not been reviewed (ex. game content, video content, etc.)



- Foods, health supplements, medical devices, and cosmetics that have not been approved or reported by relevant authorities
- Household goods and electrical supplies without safety certification and broadcasting equipment with suitability untested
- Products using illegal measuring units
- Game-hacking programs (ex, nuclear, bot, Automouse, etc.)
- Malware programs
- Products for which cornering and hoarding are prohibited by the PRICE STABILIZATION ACT (provided, however, that it shall be applicable only within the prohibition period.)
- All other products that have not been approved, reviewed, or authorized by relevant authorities

If any service provides a paid activity that is prohibited and has not been licensed, authorized, registered, or reported pursuant to relevant laws and regulations, it shall be deemed as an illegal service. It is not allowed to utilize KakaoTalk to sell or arrange the following services directly or to promote, advertise, or consult for the purpose of encouraging the access or installment of external sites or apps that provide the relevant services.

- Illegal loan and loan brokerage service (if by a credit business or loan broker not registered under the LOAN BUSINESS ACT)
- Illegal financial investment advisory service (if by a financial investor not authorized or registered under the CAPITAL MARKET ACT)
- Illegal multilevel service (if by a multilevel marketing business not registered under the DOOR TO DOOR SALES ACT)
- Illegal real estate agency service (if not by a licensed agent office registered under the REAL ESTATE AGENT ACT)
- Illegal legal advisory service (if not by a lawyer)
- Illegal services and relevant training services such as tattoos, semi-permanent make-up, piercings, therapeutic hypnosis, and hypnotherapy (if not by a medical clinic according to the MEDICAL LAW)
- Illegal rubdown, massage, acupressure services (if not by an official massager authorized under the MEDICAL LAW)
- Illegal detective agencies and messenger offices (for tapping, spycam, secret investigation, location tracking, etc.)
- Illegal hacking service
- Illegal circulation of funds and exchange services (ex. Cash-back transactions via credit card, mobile phone, or local gift certificate, etc.)
- Illegal virtual asset transaction services (if not by a virtual asset operator reported under the SPECIFIC FINANCIAL INFORMATION ACT)
- Proxy game services
- Falsification, modification, and preparation services for public and private documents
- Name/title lending or referral service for a car rental operator to rent cars for business
- Billing service issuing false tax invoice and bill
- Other illegal services in violation of relevant laws and regulations

## **Products infringing trademark rights, copyrights, etc.**

It is not allowed to utilize KakaoTalk to directly sell or arrange sales of products that infringe another's intellectual property rights (including trademark rights or copyrights) or to promote, advertise, consult or transact to encourage the access or installment of external sites or apps that sell the relevant products (including a free offer).

An open chat room or open profile that consults or sells the following products shall be restricted from appearing as a search result on Open Chat Home. If Kakao identifies, from [infringement report](#) filed by an IP rights holder or upon request from relevant institutions, that any such open chat room or open profile has sold or provided the aforementioned products with zero contact via KakaoTalk, it may restrict its users from accessing or using the relevant open chat room or open profile and the owner of the open chat room or the creator of the open profile from using the open chat service.

- Media content such as illegally copied software/program, albums/sound sources, video materials, game materials, books, etc.
- Software, programs, etc. that incapacitate technical protection measures
- Counterfeit goods (fake goods, imitations, etc.)
- Any product that infringes other trademark rights or intellectual property rights

## **Products banned for online sales**

The following products are banned from selling online and thereby are not allowed for sales or transactions via KakaoTalk (including free offers). The ordering, payment, providing, and receiving of any such product shall be processed in person.

An open chat room or open profile that consults or sells the following products shall be restricted from appearing as a search result on Open Chat Home. If Kakao identifies from user [reports](#) that any such open chat room or open profile has sold or provided the aforementioned products with zero contact via KakaoTalk, it may restrict its users from accessing or using the relevant open chat room or open profile and the owner of the open chat room or the creator of the open profile from using the open chat service.

- Medicines (only available to pharmacy owners, not to be sold outside pharmacies or stores)
- Alcoholic beverages or traditional liquor (only for mail-order by authorized mail order traders)
- E-cigarettes containing cigarettes and nicotine (not for mail-order and e-commerce)
- Sight-corrective glasses, sunglasses, and contact lenses, and non-prescription cosmetic lenses (not for mail-order and e-commerce)
- Gun, sword, gunpowder, spray, stun gun, crossbow (not for mail-order and e-commerce)
- Other products prohibited from selling online according to relevant laws and regulations

## **Products possibly invading privacy**

Any product that may invade privacy and communications secret is restricted from sales, promotion, and consultation via Open Chat. An open chat room that handles the following products may be restricted from appearing as a search result, and Kakao may restrict its users from accessing and using it.

- Sub-miniature or camouflage cameras
- Wiretapping device or wiretapping app
- Location tracker, location tracking app
- Other products that may invade privacy and communications secret

## Products and services harmful to juveniles

When dealing with products and services that are banned from selling to juveniles (i.e., those under the age of 19; those who turn 19 after January 1 during the relevant year shall be excluded herefrom), you need to pay attention and may be subject to partial restrictions on using the KakaoTalk service.

### Information on harmful content to juveniles

You must check the age and identity of a client to sell, rent, and distribute drugs, objects, and contents harmful to juveniles (hereinafter referred to as the “Materials Harmful To Juveniles”) according to the JUVENILE PROTECTION ACT. If you use KakaoTalk to consult on materials harmful to juveniles, you must check whether your client is a teenager or not. It is not allowed to sell any such hazardous materials without checking his/her age and identity.

An open chat room or open profile that arranges or sells the following products will be restricted from appearing as a search result on Open Chat Home. If Kakao identifies from user [reports](#) the fact that the open chat room or open profile has sold or provided the products mentioned above via KakaoTalk, it may restrict its users from accessing or using the relevant open chat room or open profile, or the owner of the open chat room and the creator of the open profile from using the open chat service.

- Drugs harmful to juveniles
  - Alcohol prescribed in the 「LIQUOR TAX ACT」
  - Tobacco prescribed in the 「TOBACCO BUSINESS ACT」
  - Illicit drugs prescribed in the 「ACT ON THE NARCOTICS CONTROL」
  - Hallucinant prescribed in the 「ACT ON THE CHEMICAL SUBSTANCE CONTROL」
    1. Toluene, ethyl acetate, or methyl alcohol
    2. Thinner, adhesive, balloon, paint containing toluene, ethyl acetate or methyl alcohol
    3. Butane gas
    4. Nitrous oxide
  - Organic sol containing ethyl acetate, or balloon with gel
  - Drugs harmful to juveniles, as notified by the relevant authorities under the YOUTH PROTECTION ACT
- Objects harmful to juveniles
  - Indicators utilizing laser beams (ex. Laser pointer)
  - Cigarette-type inhalant (ex. Vitamin inhalants, nicotine dependence inhalants, etc.)
  - Electronic-cigarette-type inhalant devices (ex. Electronic devices and accessories for inhaling tobacco components including nicotine solvent, etc.)
  - Other objects harmful to juveniles, as notified by the relevant authorities under the YOUTH PROTECTION ACT

- Media content harmful to juveniles
  - Music records or files, and other media content, as notified as media content harmful to juveniles by relevant authorities, including the Commission on Youth Protection according to the YOUTH PROTECTION ACT

### **Information on transaction of game items**

Kakao may restrict access to open chat rooms or open profiles containing the following information that may impair a healthy lifestyle by stimulating gambling spirit among juveniles. If the fact that any such open chat room or open profile sells or provides game items, scores, or accounts via KakaoTalk to juveniles is identified from user [reports](#), Kakao will restrict its users from accessing or using the relevant open chat room or open profile and the owner of the open chat room or the creator of the open profile from using the open chat service.

- Any content that transacts (sells, purchases, exchanges) tangible and intangible results obtained through game content, such as game items and scores
- Any content that introduces arranges, brokers, or mediate transactions (sales, purchase, or exchange) of tangible and intangible results obtained through game content, such as game items or scores
- Any content that transacts (sells, purchases, or exchanges) game character or account(ID)
- Any content that introduces, arranges, brokers, or mediates transactions (sales, purchase, or exchange) of game characters, accounts(ID), etc.
- Any content that promotes or advertise game item brokerage sites or induce subscription thereto

### **Information on sexual instruments and sexual instrument stores and sites, etc.**

It is not allowed to distribute any information on sexual instruments encouraging obscene activities among juveniles (ex. Penis enlargement/training device for male, female sexual stimulator for male, masturbation instrument, etc.) and adult dolls (Real Doll, hereinafter called, the “Sexual instruments”) in the Open Chat services.

Kakao may restrict the relevant user from using part of the KakaoTalk services if it identifies, via the [Report](#) function, the following information in service areas that any KakaoTalk user can view or engage in. Also, Kakao may take a series of applicable measures to prevent the distribution of the relevant information, such as restricting search results on Open Chat Home, access or use of open chat rooms or open profiles, or visibility of posts.

- Information on sexual apparatus or instructions thereof
- Contents of trading, selling, renting sexual apparatus
- Contents of promoting, advertising, or inviting users to subscribe and install websites or applications that sell sexual apparatus

- Contents of advertising or promoting businesses that handle sexual apparatus

### **Information on promotion or mediation of unsound relationships or prostitution, etc.**

It is prohibited to distribute any information that may distort sexual ethics, encourage or mediate unsound relationships, or cause illegal activities, including prostitution in the open chat service.

Kakao may restrict the relevant user from using part of the KakaoTalk services if it identifies, via the [Report](#) function, the following information in service areas that any KakaoTalk user can view or engage in. Also, Kakao may take a series of applicable measures to prevent the distribution of the relevant information, such as restricting search results on Open Chat Home, access or use of open chat rooms or open profiles, or visibility of posts.

- Any promotional or advertising content by a service that arranges voice or video chats among non specific users or between non specific users and the hired (ex. Phone dating, telephone room, video chat room, image chat room, etc.)
- Any promotional or advertising content on a service where sexual or similar acts among unspecific users or between unspecific users and the hired, such as physical contact, exposure of sex-related body parts, etc. (ex. Kiss room, dry-humping room, prostate massage, glass room, image club, etc.)
- Providing contacts and other information indicating prostitution or arrangement thereof (ex. 'Call after choosing a place,' '24/7 visiting service,' etc.)
- Any promotional or advertising content on job offers, job-seeking, or related services for adult video chats
- Any promotional or advertising content on job-seeking or related services of the acting-as-lover business (role-playing, kissing job, acting as a partner, acting as a drinking companion, etc.)
- Any promotional or advertising content on businesses that are off-limits to juveniles or prohibited from offering or seeking juvenile jobs, or providing any such job information (ex. Kiss room, dry-humping room, prostate massage, glass room, adult PC room, resting room for arranging prostitution, adult doll room, etc.)
- Any promotional or advertising content on applications that provide online chat service (ex. Random chat apps) between unspecified users (only applicable to content harmful to juveniles)
- Any promotional or advertising content on the website of a business that is off-limits to juveniles or prohibited from offering or seeking juvenile jobs or providing any such job information
- Any promotional or advertising content on any other websites or applications notified or marked as content harmful to juveniles

## Quasi-investment advising, etc.

Kakao aims to establish a sound order in the financial sector and protect users from attempted investment fraud by blocking unfair trading practices (e.g., price fixing, unfair trading) in financial markets, etc. Therefore, Kakao prohibits the following acts: unlawfully providing investment advice or information; inducing investment or promoting such service; etc.

Kakao may immediately and permanently restrict users and admins (e.g., moderator, vice moderator) of the relevant chat room from using the entire KakaoTalk services if it identifies from user [reports](#) that they committed the following prohibited acts. If it is found that such acts are committed in a group chat room, such as open chat, access thereto or use thereof may be restricted permanently.

### Quasi-investment advices

The term “quasi-investment advisory business” refers to a business engaged providing advice, without heterogeneity, concerning judgments on investment in financial investment instruments or the values of financial investment instruments for a fixed consideration from customers; the use of bidirectional channels to conduct such business is strictly prohibited.

A user shall not violate the Capital Markets Act or other related laws and regulations using KakaoTalk, such as providing quasi-investment advice services, inducing or promoting subscription/use of quasi-investment advice services, or commit any of the following acts which may cause harm to other users:

- Creating or operating a group chat room (so-called “leading room”) that provides advice concerning judgments on investment in financial investment instruments or the values thereof;
- Providing quasi-investment advice service, such as recommending investment items;
- Inducing users to subscribe to a leading room or providing investment advice by impersonating or pretending to be an expert, celebrity, employee of a financial institution or investment company;
- Inducing users to subscribe to a leading room or providing investment advice by mentioning guarantee of principal or profit, compensation, recovery of loss, etc.;
- Inducing users to subscribe/use private home trading systems (e.g., HTS) or website;
- Sharing false or exaggerated investment information, experience, etc.;
- Inviting other users to a leading room;
- Sending spam messages related to a leading room or registering advertising posts, etc.; or
- Operating a group chat room to show or promote a leading room.

### Miscellaneous investment advices

Where a user attempts to provide investment advice or commit investment fraud in relation to any of the following investment instruments using KakaoTalk in order to induce others to make unlawful or wrong investment decision, Kakao may restrict the user from using KakaoTalk by applying the quasi-investment advising policy stated above mutatis mutandis thereto:

- Virtual assets (e.g., cryptocurrency) under the Act on the Protection of Virtual Asset Users;
- New or new type of technology investment instruments (e.g., art tech, NFT) which fall under securities or virtual assets;
- Real estate investment; or
- Other investment instruments similar thereto.

Especially in relation to virtual assets, users shall not commit any of the following acts:

- Inducing users to subscribe to a virtual asset exchange not declared by a virtual asset service provider or promoting such virtual asset exchange;
- Inducing users to invest in or trade unlisted virtual assets;
- Operating a group chat room (e.g., open chat room) to trade unlisted virtual assets or trading thereof; or
- Inducing users or promoting virtual asset futures not permitted by related laws or regulations.

### **Similar deposit-taking**

“Similar deposit-taking” refers to any of the following activities that raise funds from a large number of random people without registering or reporting or getting licensed or authorized.

- An act of receiving investment after promising to pay in the future a full or an amount exceeding the amount of investment
- An act of receiving money under the pretext of deposit, term deposit, installment, balance, etc. after promising to pay the full amount of principal or an amount higher than such amount in the future
- An act of issuing or selling private loans after promising to repurchase at a price higher than the issuing or selling price in the future
- An act of collecting money for the membership fee after promising to compensate a future economic loss with money or securities

Kakao may immediately and permanently restrict the relevant user from using the entire KakaoTalk services if it identifies from user [reports](#) the following information in all its service areas, including KakaoTalk message to control damage caused by similar deposit-taking activities. Kakao may also take a series of applicable measures to control damage to users, such as restricting search results on Open Chat Home, access or use of open chat rooms or open profiles, or visibility of posts, if Kakao identifies the following information in a service area that any KakaoTalk user can view or engage in.



- Any content that guarantees the investment principle
- Any content guaranteeing the recovery of the investment funds
- Any content guaranteeing high returns from investments
- Any content promising regular high yields from investments
- Any content guaranteeing zero-risk
- Any content inducing private HTS download and installation

If you are restricted from using the service due to similar deposit-taking, you can request to release restrictions by proving whether you have been licensed, authorized, registered, or reported under relevant laws and regulations.

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# Ensure Stability and Reliability

## Transmit advertising information for commercial purposes

KakaoTalk gives priority to service operations centered on free connection and communication between users but strongly counteracts an illegal transmission of commercial advertising information (hereinafter "Illegal Spams") via KakaoTalk. In addition, the act of sending Illegal Spams for the purpose of promoting a Kakao Talk profile or a chat room (including an Open Chat room) is also prohibited.

Anyone who wants to send commercial advertising information via electronic transmission medium shall obtain explicit prior consent from a recipient and abide by relevant laws and regulations, such as marking the information as a commercial advertisement and ensuring that the recipient can easily withdraw the prior consent.

KakaoTalk thereby provides various services such as [KakaoTalk Channel](#), [KakaoTalk Biz Message](#), and the like to help its users or corporate users transmit commercial advertising information pursuant to relevant laws and regulations.

Kakao may restrict the reported user from accessing all or part of the KakaoTalk services if it identifies, via the [Report](#) function, any of the following attempts that exploit weak points of the KakaoTalk system without explicit consent from users. If a user sends commercial information intended for illegal activities, such as illegal porn or gambling sites, or sends spam messages of same or similar content using multiple accounts, please note that the relevant user may be immediately and permanently restricted from using the entire KakaoTalk service functions.

- Any act of transmitting commercial advertising information
- Any act of continuously inviting the relevant user to a group chat room to send advertising information or communicate commercial content, such as promotion or enticement of a visit
- Any act of repeatedly transmitting the same or similar messages after being invited to multiple group chats created for spreading advertising information or commercial content, including promotion or enticement of a visit
- Any act of registering or sending commercial content, including advertisement, promotion, and enticement of a visit to other user's board or space or clicking 'Like' or 'Add Friend'

In addition, accessing or using an Open Chat room or Open Profile where any of the following cases occurs may be prohibited, and the group chat admin of the relevant Open Chat room and such or the user of the account where any of the following cases occurs may also be restricted from using the entire or part of KakaoTalk services.

- If the owner of a KakaoTalk profile, or the owner of a chat room including an Open Chat room or the admins thereof transmit commercial information via text message using their or other user's account or post them onto another user's board or space
- If the company has received requests from multiple users and institutions to act upon an illegal messaging of advertising information
- If the service of transmitting advertising information is provided via KakaoTalk
- If an open chat room or open profile sells or promotes illegal programs for transmitting advertising information via KakaoTalk
- If an open chat room or open profile recruits people or seeks a job to provide service of transmitting advertising information via KakaoTalk

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## Service usage in a way not permitted by KakaoTalk

Kakao applies a variety of technical/physical safeguards to provide its users with safe and reliable service environments and strictly responds to any act of using the service in a manner not permitted by the company or impeding regular service operation, such as harming stability and reliability of the service and/or causing faults in the service.

KakaoTalk is protected according to the Copyright Law, and, therefore, reverse engineering KakaoTalk program codes and using the relevant information as follows without proper authority or permission of Kakao shall be subject to violation of copyright. The aforementioned acts are strictly prohibited since they may threaten service security and negatively affect a stable service provision, not to speak of infringing Kakao's copyrights.

- Provide or disclose information obtained by reversely analyzing program codes with third parties
- Utilize reverse analysis codes to develop or produce a substantially similar program in terms of expressions used in KakaoTalk
- Sell, disseminate or provide similar programs developed or produced based on reverse analysis codes
- Utilize other reverse analysis codes to infringe any copyright

Suppose Kakao identifies a case where a user used the service in a way not permitted by KakaoTalk, by analyzing a report or complaint from other users or the service environments or usage patterns of the reported person. In that case, Kakao may temporarily or permanently restrict the reported person from using the entire KakaoTalk services to protect other users and the KakaoTalk system.

In addition, if Kakao identifies any of the following acts that cause or may cause service failure to KakaoTalk, it may permanently restrict the relevant user from using the entire KakaoTalk services. In particular, Kakao may restrict its users from accessing those accounts judged to harm service provision or severely impede stable operation, for example, causing malfunction of service facilities and destruction or disruption of service systems. However, users can raise an objection via Kakao Customer Service if they are dissatisfied with the results of service restriction measurements. In addition, if a serious service failure occurs due to the relevant act, Kakao may actively take measures in partnership with investigation institutions, such as linking it with legal countermeasures.

- Falsely call KakaoTalk protocol or API by using an abnormal program not permitted by Kakao
- Damage, destroy, alter, or forge the KakaoTalk data by using an abnormal program not permitted by Kakao
- Falsely collect or use personal information, identification key, and profile information of other users or provide any of them to third parties by using an abnormal program not permitted by Kakao
- Develop or produce malicious programs based on the KakaoTalk protocol or API and distribute or provide them to others free of charge or at a cost

- Distribute, provide, or promote unusual programs and malware not permitted by Kakao through Open Chat
- Utilize false information such as virtual numbers to join or use KakaoTalk
- Any other activities that causes or may cause failure in part or whole of the service through transmitting massive signals or data or processing malicious commands, utilizing the security vulnerability of KakaoTalk, or paralyzing technical safeguards of KakaoTalk with abnormal programs.

If Kakao confirms any of the following acts via the [Report](#) function in the Open Chat service in an effort to secure stability and reliability of KakaoTalk, it may restrict its users from using the Open Chat service and accessing or using the relevant open chat room.

- Provide and share information obtained by reversely analyzing KakaoTalk codes with third parties
- Create an open chat room to share the results of reverse analysis of KakaoTalk codes

## Steal, trade, transfer, exchange accounts, etc.

To [ensure a safe use of account](#) and to protect privacy, KakaoTalk provides necessary tools and technical safeguards and does not allow anyone to step over the mark and take advantage of KakaoTalk without proper permission.

Kakao may permanently restrict relevant users from using the entire KakaoTalk services to protect other users as soon as it confirms any of the following acts through user [reports](#), such as deceiving or attempting to deceive others into acquiring or stealing their Kakao account information (email, password, verification code, etc.)

- Transmit an event page that force users to enter other users' Kakao Account information
- Ask for another user's Kakao Account information by impersonating identity, falsifying authentication methods, etc.
- Impersonate the Kakao Admin or Kakao Customer Center and ask for information about another user's Kakao account
- Suggest others to trade, transfer, or exchange their KakaoTalk accounts
- Request for renting another user's KakaoTalk account
- Force or threaten others to provide their KakaoTalk account information and authentication identity
- Request for other's Kakao Account information and purchase, transfer or exchange it for acquiring another user's account or arranging any such acts for others

Not to speak of the acts mentioned above for acquiring another person's account, Kakao does not allow its users to sell, transfer, rent, permit or attempt to permit others to use their Kakao accounts. When confirming the relevant act through other user's [reports](#), Kakao may restrict the reported person from using the KakaoTalk or Open Chat service and accessing or using the relevant open chatroom.

## A large number of reports accumulated

KakaoTalk imposes service restrictions on users who have been repeatedly reported by other users in order to create enjoyable service environments.

Any user reported by multiple users may be restricted from using certain KakaoTalk services, such as temporarily limited transmission of messages or access to the Open Chat service.

Any user who was repeatedly reported by others and, therefore, restricted from using the service can file a complaint thereon to [Kakao Customer Service](#) at any time. However, please be aware that those who were reported for any of the following reasons may not be restricted from using the service.

- If multiple users from regular chat rooms submit a report about your message
- If you transmit or post content that violates the terms and conditions or operation policy
- If you repeatedly transmit or post the same or meaningless content to hinder conversations or service usage of others

# Protect User Rights

Kakao operates the Center for Infringement Report to protect rights of KakaoTalk users and right holders.

The KakaoTalk users shall not disseminate any information that may infringe on rights of others while using the Service, and those whose privacy and reputation were victimized by any information provided from any of the following KakaoTalk services can make a request for deleting or blocking access to the relevant information by giving evidence of the reason.

- KakaoTalk Profile
- Talk Board (posts and comments) in a group chat room of Regular Chat
- Announcement/schedule/voting board in a group chat room of Open Chat
- Open Chat Room Information (Cover)
- Open Profile and Open Profile Posts

If a person who suffered violation of rights for the following reasons has submitted a request for deleting/blocking relevant information pursuant to the procedures of infringement report, Kakao may take necessary measures, such as blocking access to the information, or restrict access to relevant open chat rooms. In addition, if it is deemed necessary to protect other users' rights, Kakao may temporarily restrict the reported user from using the KakaoTalk or Open Chat service.

- Any content that may distribute personal information and/or violate one's privacy and freedom
- Any content that posts photos and videos of others without proper authority and violates the moral rights of the relevant people
- Any information that publicly insults others for the purpose of slander or reveals facts or false stories to damage a person's reputation
- Any violation of patent, trademark, design right, copyright, and other intellectual property rights, such as using, executing, or transferring another person's trademark or work without proper authority
- Any violations of rights of others without proper authority

Users who have been blocked by the above procedure can make a request for re-posting in accordance with the infringement report procedures. For more information, please refer to the [Rights Infringement Notice](#).