

## PLATFORM GOVERNANCE

# Acceptable Use Policy

This policy defines what is and is not permitted on the Williee platform, and governs the conduct of all users, event organisers, and ticket buyers.

Effective: 1 June 2025

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Jurisdiction: Republic of South Africa

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This Acceptable Use Policy ("AUP") governs the use of the Williee platform by all users, including Event Organisers (Service Providers), Ticket Buyers, and any other individuals or entities accessing **williee.co.za** or any associated services.

Williee is a digital marketplace for event discovery and ticketing. As an intermediary platform, Williee has a responsibility to ensure that all activity conducted through the Platform is lawful, ethical, safe, and consistent with the standards expected by our users, our payment partners, and applicable South African law.

By accessing or using Williee, you agree to comply fully with this Acceptable Use Policy. This AUP is incorporated into and forms part of Williee's Terms of Service. In the event of conflict, the Terms of Service shall prevail.

**Why this policy exists:** Williee processes payments through Paystack, a regulated payment service provider. Paystack requires all merchants and marketplace operators to maintain and enforce an Acceptable Use Policy that aligns with their platform rules. This AUP serves that requirement and protects all parties — buyers, organisers, Williee, and Paystack — from exposure to unlawful or harmful activity.

The following categories of events and use cases are permitted on the Williee platform, subject to compliance with this AUP, the Terms of Service, and applicable law:

## ✓ MUSIC & ENTERTAINMENT

- Live music concerts and performances
- DJ events, club nights, and dance events
- Comedy shows and stand-up performances
- Theatre, drama, and spoken word events
- Cultural performances and festivals

## ✓ FOOD, LIFESTYLE & CULTURE

- Braais, food festivals, and cultural gatherings
- Pop-up dining and food market events
- Heritage, arts, and cultural celebrations
- Fashion shows and lifestyle expos
- Community and charity fundraising events

## ✓ SPORTS & OUTDOOR

- Sporting events, tournaments, and competitions
- Outdoor adventure and fitness events
- Fun runs, cycling events, and marathons
- Recreation and leisure activities
- Watch parties for sports events

## ✓ PROFESSIONAL & EDUCATIONAL

- Conferences, seminars, and workshops
- Business networking events
- Training programmes and masterclasses
- Academic and professional development events
- Career fairs and industry expos

**General Principle:** Any event that is legal under South African law, appropriately licensed for its venue and activity type, and consistent with Williee's community standards is eligible for listing, subject to internal review and approval.

The following categories of events, listings, and content are strictly prohibited on the Williee platform. Submissions of this nature will be rejected, removed, and may result in account suspension or termination.

## × ILLEGAL & UNLICENSED ACTIVITY

- Events that violate any applicable South African law or local bylaw
- Unlicensed public gatherings requiring permits or government authorisation
- Events promoting or facilitating the sale of illegal substances
- Events that enable or facilitate money laundering or financial fraud

## × GAMBLING & WAGERING

- Casino events, gambling nights, or unlicensed wagering activities
- Events with entry fees tied to prizes (unless legally compliant and pre-approved)
- Sweepstakes, lotteries, or games of chance without proper licensing
- Sports betting facilitation at events

## × HATE, VIOLENCE & EXTREMISM

- Events promoting racial, ethnic, religious, or gender-based hatred or discrimination
- Events that advocate for or celebrate violence or terrorism
- Events affiliated with extremist organisations or movements
- Content that incites hatred or violence against any group

## × HARMFUL & EXPLOITATIVE CONTENT

- Events involving or exploiting minors in any unlawful manner
- Sexually explicit events or adult entertainment without proper licensing
- Events designed to defraud, deceive, or exploit attendees
- Events facilitating human trafficking or exploitation

## × MISLEADING & FRAUDULENT LISTINGS

- Fictitious or "ghost" events with no intention of delivery
- Events with deliberately misleading descriptions, dates, or venues
- Impersonation of legitimate events, artists, or organisations
- Use of unauthorised trademarks or intellectual property in listings

## × TICKET & PAYMENT ABUSE

- Ticket scalping or resale above face value without authorisation
- Creation of fake tickets or duplicate ticket codes
- Use of the platform to test stolen or unauthorised payment credentials
- Organising fraudulent ticket sales with no event being hosted

**Zero Tolerance:** Events or content involving the exploitation of minors, terrorism, human trafficking, or deliberate financial fraud carry a zero-tolerance policy. Any account found to be involved in such activity will be immediately suspended, funds withheld, and the matter reported to relevant law enforcement authorities without prior notice.

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# Prohibited Conduct

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In addition to prohibited event types, the following conduct is prohibited for all platform users, regardless of their role:

### 4.1 TECHNICAL & PLATFORM ABUSE

- Using automated bots, scripts, or tools to purchase tickets, scrape data, or otherwise access the Platform in an unauthorised manner
- Attempting to circumvent or bypass access controls, security measures, or platform restrictions
- Introducing malicious code, viruses, or software designed to damage or disrupt the Platform
- Conducting denial-of-service or distributed denial-of-service (DDoS) attacks against the Platform
- Reverse engineering, decompiling, or disassembling any component of the Platform

### 4.2 DATA & PRIVACY VIOLATIONS

- Collecting, harvesting, or storing personal data of other users without authorisation
- Sharing, selling, or misusing personal data obtained through the Platform in violation of POPIA
- Impersonating another person, business, or Williee itself
- Creating multiple accounts for the purpose of circumventing restrictions or bans

### 4.3 COMMERCIAL ABUSE

- Using the Platform to advertise, promote, or solicit sales of goods or services unrelated to the listed event without prior written consent from Williee
- Engaging in ticket scalping, unauthorised resale, or price manipulation
- Posting spam, unsolicited communications, or misleading promotional material through the Platform
- Using the Platform for the primary purpose of collecting contact or financial data from users

Given that Williee processes financial transactions on behalf of Event Organisers and Ticket Buyers, the following financial integrity requirements apply to all parties:

- All payments must be made using valid, authorised payment credentials belonging to the person making the purchase.
- Organisers must provide accurate banking and payout details. Providing false or third-party banking information is prohibited and may constitute fraud.
- Organisers may not structure ticket pricing or sales in a way designed to evade taxes, fees, or regulatory obligations.
- Any attempt to initiate fraudulent chargebacks, false dispute claims, or payment reversals for services that were validly delivered is prohibited and may result in legal action.
- Williee and Paystack reserve the right to withhold funds pending investigation of any suspected financial irregularity.

**Anti-Money Laundering:** Williee is committed to preventing the use of its platform for money laundering or the financing of unlawful activities. Suspicious financial patterns, unusually large transactions, or repeated high-value purchases from single accounts may be escalated to Paystack and relevant financial authorities in accordance with South Africa's Financial Intelligence Centre Act (FICA).

Event Organisers have elevated obligations under this AUP given their role in listing events and receiving funds through the Platform. By registering as an Organiser on Williee, you accept the following responsibilities:

- **Lawful events only:** You warrant that all events submitted for listing comply with applicable South African law, local bylaws, and any relevant licensing requirements.
- **Accurate information:** All event details, including descriptions, pricing, venue, dates, and media, must be accurate and not misleading at the time of submission and throughout the listing period.
- **Prompt updates:** Any changes to event details must be communicated to Williee and updated on the Platform immediately, particularly changes that affect ticket validity or attendee plans.
- **Attendee protection:** Organisers must not engage in any conduct that exploits, defrauds, or endangers ticket buyers. The safety and wellbeing of attendees at events is the Organiser's primary responsibility.
- **Platform-only sales:** Organisers may not redirect buyers away from Williee's checkout to process payments independently while using Williee's listing infrastructure.
- **Compliance with Paystack AUP:** Organisers acknowledge that Williee's payment processing is governed by Paystack's terms, and that events or transactions which violate Paystack's Acceptable Use Policy may result in payment suspension.

Ticket Buyers agree to the following standards of conduct when using the Williee Platform:

- Purchase tickets only for personal use or for individuals for whom you have authorisation to purchase.
- Do not attempt to purchase tickets using stolen, fraudulent, or unauthorised payment credentials.
- Do not share, resell, or transfer tickets in violation of the Organiser's stated policy or Williee's ticket transfer rules.
- Behave lawfully and respectfully at events. Ticket buyers are responsible for their own conduct at events and must comply with the venue's code of conduct and any applicable laws.
- Do not initiate false dispute claims or fraudulent chargebacks for events that were validly held and to which access was granted.

Williee actively monitors the Platform for violations of this AUP through the following mechanisms:

- **Pre-publication review:** All event listings undergo an internal content review before being published, with checks for legal compliance, accuracy, and AUP alignment.
- **KYC verification:** Event Organisers undergo Know Your Customer identity checks as part of onboarding. High-risk or new organisers may face additional verification requirements.
- **Ongoing monitoring:** Published events and Organiser accounts are continuously monitored for user complaints, irregular transaction patterns, and compliance flags.
- **Automated risk assessment:** Williee's systems apply automated risk scoring to flag unusual purchasing behaviour, high dispute rates, or payment anomalies for manual review.
- **Third-party cooperation:** Williee cooperates with Paystack, banks, and law enforcement agencies where required to investigate suspected violations of this policy.

**Note:** Monitoring is conducted in accordance with Williee's Privacy Policy and applicable POPIA requirements. User data is only accessed and shared for compliance, fraud prevention, and legal obligation purposes.

## Consequences of Violations

Williee applies a proportionate, risk-based enforcement approach. The severity of the consequence corresponds to the nature and impact of the violation:

Violation Type	Severity	Action Taken
Minor listing inaccuracy (e.g. incorrect event time)	Low	Warning issued; correction required before event goes live
Repeated policy warnings or minor violations	Medium	Formal notice; enhanced monitoring; temporary event listing suspension
Misleading event listing; ticket pricing abuse	Medium	Event removed; payout held pending review; mandatory re-verification
Financial fraud; chargebacks abuse; payment manipulation	High	Account suspended; funds withheld; Paystack notified; potential legal referral
Illegal event content; exploitation; terrorism; CSAM	Critical	Immediate account termination; funds permanently withheld; law enforcement referral

Williee reserves the right to take any action it deems appropriate to protect the Platform, its users, and its payment partners, including actions not listed above. Decisions on enforcement are final unless successfully appealed through the support process.

## Reporting Violations

Williee encourages all users to report suspected violations of this Acceptable Use Policy. Reports can be made via:

**Email:** [compliance@williee.co.za](mailto:compliance@williee.co.za)

**Support portal:** [williee.co.za/contact](https://williee.co.za/contact)

When reporting, please include: the event name or URL, the nature of the concern, any supporting evidence (screenshots, messages, transaction references), and your contact details. All reports are reviewed within 2 business days. Williee treats all reports confidentially and does not disclose the identity of the reporter to the subject of the report.

Williee's payment processing is powered by Paystack. All transactions on the Williee Platform are governed not only by this AUP but also by [Paystack's Acceptable Use Policy](#), which Williee has reviewed and aligned with in the drafting of this document.

Where a user's or organiser's activity is found to violate Paystack's AUP — even if not explicitly addressed in this policy — Williee is obligated to take corrective action up to and including account termination and payment suspension. This includes, but is not limited to:

- Activities that violate Visa, Mastercard, or other card network rules
- Transactions that present a significant risk of chargebacks or financial loss
- Businesses or events on Paystack's list of ineligible or restricted categories

**Pre-sale Risk Acknowledgement:** Event ticketing involves the collection of payment before the service (the event) is delivered. Williee acknowledges this pre-sale risk and manages it through mandatory KYC verification, event review, payout timing controls, and chargeback protections described in the Refund & Cancellation Policy and Terms of Service.

Williee reserves the right to amend this Acceptable Use Policy at any time. Material changes will be communicated to registered users via email at least 14 days before taking effect. Continued use of the Platform following such notice constitutes acceptance of the updated Policy.

The most current version of this AUP is always available at [williee.co.za/acceptable-use-policy](https://williee.co.za/acceptable-use-policy). Users are encouraged to review this Policy periodically.

For questions about this Acceptable Use Policy, compliance concerns, or to report a violation:

**Williee Compliance Team**

Email: [compliance@williee.co.za](mailto:compliance@williee.co.za)

Legal queries: [legal@williee.co.za](mailto:legal@williee.co.za)

Website: [williee.co.za](http://williee.co.za)

Jurisdiction: Republic of South Africa

## Williee

[Terms of Service](#) [Privacy Policy](#) [Refund Policy](#) [Ticket Delivery](#) [Acceptable Use](#) [Cookie Policy](#)

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Governed by South African law · Aligned with Paystack AUP · POPIA Compliant