

Authority Hub™ Acceptable Use Policy

Version 2.0 — Effective April 2026

1. Purpose

This Acceptable Use Policy ("AUP") outlines the permitted and prohibited uses of the Authority Hub™ platform and services. This AUP is incorporated into and forms part of the Authority Hub™ Terms of Service.

2. Permitted Use

The Services are intended for licensed professionals, regulated professionals, and legitimate business entities to enhance their AI visibility and online presence through ethical, accurate, and compliant means. You may use the Services to:

- (a) Create and publish AI-optimized professional content;
- (b) Maintain accurate business directory listings;
- (c) Monitor and improve your AI visibility scores;
- (d) Build and manage a referral network (Hub/Spoke); and
- (e) Export your content and data as permitted by the Terms of Service.

3. Prohibited Conduct

You may not use the Services to:

- (a) Provide false, misleading, or fraudulent professional credentials, licenses, or qualifications;
- (b) Impersonate another person, business, or professional;
- (c) Publish or promote content that is defamatory, obscene, harassing, discriminatory, or otherwise objectionable;
- (d) Violate any applicable law, regulation, or professional conduct rule;
- (e) Attempt to manipulate AI visibility scores, audit results, or platform metrics through deceptive or artificial means;
- (f) Access or attempt to access another subscriber's account, data, or Market Seat;
- (g) Reverse engineer, decompile, or attempt to extract source code from the platform;
- (h) Use automated tools to scrape, harvest, or collect data from the platform;
- (i) Interfere with or disrupt the platform's infrastructure, security, or other subscribers' use of the Services; or
- (j) Use the Services in any manner that could damage, disable, or impair the platform.

4. Professional Advertising Compliance

Many professions served by Authority Hub™ are subject to advertising and marketing regulations. You are solely responsible for:

- (a) Ensuring that Published Content attributed to you complies with your profession's advertising regulations;

- (b) Reviewing Published Content for accuracy and regulatory compliance;
- (c) Promptly requesting modifications or removal of any content that does not comply with applicable regulations; and
- (d) Providing accurate regulatory disclosure information (brokerage name, license numbers, professional title) for inclusion in Published Content templates.

4.1 Legislated Professions and Advertising Standards

Regulated professions in Ontario and other Canadian provinces — including but not limited to real estate (governed by RECO), mortgage brokerage (governed by FSRA), financial advice, law, and insurance — are subject to profession-specific advertising standards enforced by their respective regulatory bodies. Published Content constitutes marketing material for the purposes of these standards. The Subscriber is solely responsible for determining whether Published Content complies with the requirements of their regulatory body and for requesting modifications or removal of any non-compliant content.

4.2 Regulated Profession Declaration

At signup, Subscribers are prompted to declare their regulated profession status and identify their governing regulatory body. The Provider uses this declaration to apply known profession-specific content constraints to the content generation process. These constraints are reviewed periodically but may not reflect all current or recent regulatory changes, and are not exhaustive.

Where the platform does not prompt a Subscriber to declare their regulated status, or where the Subscriber's declaration does not accurately reflect their regulated profession or governing regulatory body, the Subscriber assumes full responsibility for ensuring Published Content complies with all applicable advertising standards. The Provider bears no liability for non-compliance of Published Content arising from an inaccurate, incomplete, or absent regulated profession declaration.

The Provider's application of profession-specific content constraints is a good-faith effort to assist Subscribers in meeting their regulatory obligations. It does not constitute legal advice and does not transfer compliance responsibility from the Subscriber to the Provider.

5. Enforcement

Violation of this AUP may result in: (a) warning and request for corrective action; (b) temporary suspension of your account; (c) permanent termination of your account and forfeiture of your Market Seat; and/or (d) reporting to applicable regulatory authorities where required by law.

We reserve the right to investigate suspected violations and take appropriate action at our sole discretion. We are not obligated to provide notice before taking enforcement action in cases of severe or repeated violations.

6. Reporting Violations

If you become aware of any violation of this AUP, please report it to ah-support@dgainpact.com.

7. Changes to This Policy

We may update this AUP from time to time. Material changes will be communicated through the platform. Continued use of the Services after notification constitutes acceptance of the updated policy.

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