

# Content Standards

Version 1.1

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A Legacy can hold nearly every part of a human life.

Joy and grief. Family and friendship. Achievement and disappointment. Belief, humor, love, conflict, tradition, change, adversity, and moments that carry deeply personal meaning.

Preserving a life well means leaving room for its complexity.

The Legacy Guruuz Content Standards explain what may become part of a Legacy Guruuz™ environment, what may require additional context or review, what cannot become active Legacy Content, and how we protect Members, Contributors, families, source integrity, rights, and the dignity of the Legacy experience.

Guruu International Inc. operates Legacy Guruuz.

The Content Standards work together with the Terms of Service, Privacy Policy, Member Consent & Legacy Authorization, Stewardship & Continuity Agreement, and other permissions, rights, licensing, or feature-specific agreements that may apply.

## 1. Purpose

Legacy Guruuz exists to preserve human story, memory, voice, perspective, relationships, values, wisdom, and meaningful source material.

The service is a governed Legacy environment rather than a general-purpose file-storage platform.

Our Content Standards protect:

human dignity;

Member choice;

privacy;

source integrity;

provenance;

Contributor and family rights;

lawful use;

responsible access;

content safety;

long-term Legacy continuity.

## 2. Who These Standards Apply To

The Content Standards apply to material submitted, uploaded, contributed, activated, shared, or otherwise provided through Legacy Guruuz by:

Members;  
Contributors;  
Stewards;  
authorized representatives;  
rights-holders;  
other permitted participants.

They apply to photographs, audio, video, artwork, documents, correspondence, stories, written reflections, recordings, memorabilia, scanned materials, generated or synthetic media, and other Legacy Content.

Direct authenticated participation in the initial Legacy Guruuz service is intended for individuals who are at least 18 years old.

Legitimate Legacy Content may naturally include children or information about children when lawfully provided by an authorized adult.

### **3. Meaningful Human Material Belongs in a Legacy**

A person is more than their happiest photographs.

Appropriate Legacy Content may include:

family stories;  
photographs;  
voice recordings;  
personal reflections;  
life lessons;  
traditions;  
recipes;  
correspondence;  
journals;  
documents;  
memories;  
relationships;  
humor;  
beliefs and values;  
meaningful places;  
important objects;  
significant life events;  
difficult experiences;  
historical materials;  
creative work;

source materials connected to a person's life.

Grief, conflict, illness, adversity, loss, trauma, regret, addiction, recovery, family difficulty, mistakes, or other complicated chapters do not automatically make a story inappropriate for preservation.

Context matters.

## **4. Preservation and Active Legacy Use Are Different**

Submitting material does not automatically make it available throughout Legacy Guruuz.

An item may be evaluated separately for:

preservation;

display;

Hali'a interaction;

authorized use;

family sharing;

Contributor access;

Steward access;

future authorized Legacy Guruuz use;

public access;

publicity or marketing;

another authorized use.

Material may be appropriate to preserve while requiring additional permission, rights verification, contextual review, or restriction before another form of use.

Private preservation does not by itself authorize public publication.

## **5. Content Review**

Submitted images, video, audio, artwork, documents, and other media may be reviewed for safety, rights, authenticity, security, or legal compliance before becoming available for active Legacy Guruuz use.

Review may involve automated tools and, where reasonably necessary, limited authorized human review.

## **6. Review Outcomes**

Possible outcomes may include approval, a request for additional information or permission, restriction, removal, or another action required by these Content Standards, applicable agreements, rights, safety requirements, or law.

Additional internal handling may occur where operational or legal requirements require greater specificity.

## **7. Sexually Explicit Content**

Legacy Guruuz is designed for human story, identity, wisdom, relationships, remembrance, and Legacy preservation.

Sexually explicit material is not accepted for active Legacy use.

Restricted material includes content whose principal purpose or substance depicts or contains:

pornography;

sexual intercourse;  
explicit sexual activity;  
sexually explicit or sexualized nudity;  
fetish content primarily intended for sexual arousal;  
explicit sexual audio;  
sexually explicit video;  
sexual exploitation;  
other materially pornographic or sexually explicit media.

The restriction applies even where adults originally created the material consensually.

Legacy Guruuz is not intended to function as an archive for pornography or sexually explicit personal media.

## **8. Personal Stories About Intimacy**

Relationships, marriage, sexuality, reproductive life, identity, health, trauma, intimacy, and deeply personal experiences can be meaningful parts of someone's life story.

Thoughtful, non-exploitative discussion of those experiences may be appropriate for preservation.

We distinguish between telling the story of a life and storing or distributing sexually explicit media.

A life experience may be preserved through story, context, reflection, or non-explicit source material even where graphic media depicting that experience is restricted.

## **9. Non-Sexual Nudity and Contextual Material**

Not every depiction of the human body is sexual.

Contextual review may be appropriate for material involving:

ordinary family photographs;  
childhood or baby photographs;  
breastfeeding;  
historical materials;  
medical materials;  
documentary materials;  
culturally significant materials;  
legitimate artwork;  
incidental or non-sexual nudity.

Review may consider the age of the person depicted, nature of the material, context, purpose, permissions, applicable rights, intended Legacy use, and law.

Contextual review does not guarantee approval.

## **10. Sexual Exploitation of Children**

Sexual exploitation of children is prohibited without exception.

Material that depicts, promotes, facilitates, solicits, encourages, or sexualizes the abuse or exploitation of a minor cannot become active Legacy Content.

Suspected child sexual exploitation material may be:

immediately restricted;

removed from ordinary Member or reviewer access;

preserved where legally required;

escalated through specialized safety procedures;

reported to appropriate authorities or reporting organizations where required by law.

Ordinary reconsideration procedures may be unavailable for serious child-safety material.

## **11. Legitimate Family Images of Children**

Real family archives naturally contain photographs, recordings, stories, and video involving children.

Ordinary family material involving minors may be preserved when appropriate and lawful.

Automated safety systems can occasionally flag innocent family material.

Contextual review exists in part to distinguish legitimate family preservation from exploitation.

Protecting children and preserving legitimate family history are both important parts of responsible Legacy stewardship.

## **12. Nonconsensual Intimate Imagery**

Nonconsensual intimate imagery is prohibited.

The restriction includes qualifying real or synthetic intimate images, video, or comparable visual material shared without appropriate consent or authority.

Reports concerning intimate imagery, unauthorized distribution, or another potentially unlawful intimate-image matter may be submitted to:

[Legal@LegacyGuruuz.com](mailto:Legal@LegacyGuruuz.com)

Guruu International Inc. may restrict access, preserve evidence where appropriate, request information, remove qualifying material, address known copies, cooperate with lawful requests, or take other action required by applicable law.

## **13. Difficult Stories Belong in a Life**

Members may preserve stories involving:

accidents;

abuse;

addiction;

war;

illness;

injury;

crime;

grief;  
death;  
violence;  
trauma;  
recovery;  
incarceration;  
family conflict;  
significant mistakes;  
other difficult experiences.

A person's Legacy does not need to be sanitized before it can be preserved.

Meaning often lives inside the difficult chapters too.

## **14. Graphic Violent Material**

Graphic imagery depicting severe injury, mutilation, gore, violent death, or comparable material may require contextual review.

Historical, documentary, evidentiary, family, journalistic, cultural, or other legitimate context may be considered.

Material may be restricted where its active preservation, display, or distribution would create disproportionate harm, exploitation, privacy concerns, rights issues, or an experience inconsistent with the purpose of Legacy Guruuz.

The underlying story may still be appropriate to preserve even when graphic media is not.

## **15. Threatening, Harassing, or Abusive Use**

Legacy Guruuz may not be used to:

threaten another person;  
harass or intimidate another person;  
facilitate stalking;  
extort or blackmail;  
coordinate abuse;  
disclose private information for the purpose of causing harm;  
encourage violence against an identifiable person or group;  
weaponize another person's Private Legacy Content.

A Member may preserve their own account of having experienced abuse, threats, conflict, harassment, or mistreatment.

Documenting an experience is different from using Legacy Guruuz as an instrument of harm.

## **16. Self-Harm and Crisis Material**

Stories involving depression, self-harm, suicidal thoughts, addiction, crisis, recovery, or loss can be meaningful parts of a Legacy.

Material that actively instructs, encourages, facilitates, or glorifies imminent self-harm or suicide may be restricted.

Legacy Guruuz is a Legacy-preservation and mentorship-oriented experience rather than an emergency or crisis-response service.

Immediate danger or crisis should be addressed through appropriate emergency services or qualified human support.

## **17. Historical Hate, Prejudice, and Extremism**

A Legacy may contain difficult historical material, offensive language, wartime experiences, prejudice, discrimination, political history, extremist history, or evidence of beliefs that genuinely formed part of a person's life.

Such material may be preserved for legitimate historical, documentary, biographical, educational, evidentiary, or contextual purposes.

Legacy Guruuz may restrict material used to:

recruit for violent extremist organizations;

promote violent extremist activity;

celebrate or facilitate terrorist violence;

organize targeted abuse;

direct or encourage violence against protected groups.

Preserving a historical source does not require endorsing the ideas found within it.

## **18. Stories About Wrongdoing**

A person may truthfully preserve an account of mistakes, unlawful conduct, incarceration, addiction, conflict, or other difficult parts of their history.

Legacy Guruuz distinguishes historical storytelling from using the service to facilitate present or future wrongdoing.

An honest account of what happened may belong in a Legacy.

Instructions designed to repeat the harm may not.

## **19. Operational Harm and Dangerous Activity**

Content whose principal purpose is to facilitate serious wrongdoing may be restricted.

Examples include material intended to facilitate:

violent criminal activity;

fraud;

exploitation;

trafficking;

abuse;

malicious cyber activity;

evasion of security or safety controls;

dangerous unlawful conduct.

Historical or biographical discussion of such activity may be preserved where appropriate.

## **20. Privacy of Other People**

A Legacy naturally includes other people.

Care is particularly important when submitting:

private correspondence;

medical information;

financial information;

confidential business information;

relationship information;

intimate personal information;

identifying information;

private family materials;

information entrusted in confidence.

A person's presence within someone else's story does not eliminate their own privacy, dignity, confidentiality, intellectual-property, or other rights.

Additional permissions or limitations may apply.

## **21. Active Credentials and Security Information**

Legacy Guruuz is not designed to store active credentials capable of providing access to financial, digital, or security systems.

Members should avoid preserving active:

passwords;

authentication codes;

private encryption keys;

complete payment-card credentials;

security answers;

access tokens;

recovery codes;

comparable live access credentials.

Appropriate credential-management, estate-planning, or security tools should be used for those purposes.

## **22. Submit Material You Have an Appropriate Basis to Provide**

Members and Contributors should have an appropriate basis to provide material to Legacy Guruuz.

Submitted material may carry rights involving:

copyright;

privacy;

confidentiality;

publicity;

voice;

likeness;

contracts;

trademarks;

estates;

licensing;

other intellectual-property or personal rights.

Possession of an item does not necessarily establish ownership of every right connected to it.

Additional permission, documentation, attribution, restriction, rights verification, or removal may be required where authority is uncertain.

## **23. Copyright and Intellectual-Property Rights**

Guruu International Inc. respects copyright and other intellectual-property rights.

A family may possess a photograph without owning the photographer's copyright.

A person may possess a book, recording, film, letter, artwork, document, photograph, or other work without holding every right necessary to reproduce, modify, distribute, publicly display, or commercially use it.

Material subject to a credible copyright or intellectual-property claim may be restricted, disabled, removed, preserved for review, or subjected to additional rights verification.

Copyright complaints concerning material made available through Legacy Guruuz may be submitted to Guruu International Inc. through:

Legal@LegacyGuruuz.com

Additional copyright notice, counter-notice, designated-agent, repeat-infringer, or related procedures may apply where required by law or Company policy.

Copyright in Company-created Legacy Guruuz materials, software, documentation, original designs, and other copyrightable Company works is owned by Guruu International Inc. or the applicable licensor.

Nothing in these Content Standards transfers ownership of a Member's original Legacy Content to Guruu International Inc.

## **24. Authenticity and Provenance**

Legacy Guruuz values the ability to understand what a source is and where it came from.

Where relevant to trust and meaning, materially altered or synthetic material should remain distinguishable from authentic historical source material.

That may include material that has been:

substantially altered;

reconstructed;

AI-generated;

synthetically voiced;

digitally recreated;

materially manipulated;

restored beyond ordinary preservation.

Restoration, recreation, and synthetic media can have legitimate Legacy value when their status remains clear.

## **25. Deceptive Synthetic Identity Content**

Legacy Guruuz may not knowingly be used to present fabricated or synthetic media as authentic historical evidence when it is not.

A restored photograph can preserve a damaged image.

A clearly identified recreation can illustrate a historical scene.

An authorized synthetic voice may one day support a governed Legacy experience.

None of those uses should silently become false documented Legacy record.

Materially synthetic, recreated, or altered identity content may require disclosure, provenance information, separate consent, or restriction according to the proposed use.

## **26. Voice, Likeness, and Digital Replicas**

Possession of a recording, photograph, or video does not automatically create authority to:

clone another person's voice;

create a biometric voice model;

create a synthetic voice;

generate a digital replica;

create a photorealistic synthetic likeness;

impersonate another person;

commercially exploit another person's identity;

materially expand distribution beyond existing rights.

Separate consent, rights-holder authority, estate authority, publicity rights, licensing, biometric requirements, or other authorization may apply.

Ordinary preservation and synthetic identity creation are different uses.

## **27. Contributor Responsibilities**

Contributor material is governed by the same Content Standards that apply to Member material.

A Contributor's relationship to a Member does not bypass safety, privacy, copyright, publicity, provenance, consent, or other rights requirements.

Contributors remain responsible for having an appropriate basis to provide their contributions.

Separate Contributor terms, permissions, or consent may apply.

## **28. Stewardship Does Not Override the Content Standards**

Steward authority does not create permission to activate material that a Member or another participant could not lawfully or appropriately activate.

The Content Standards and Content Review continue to apply following death, incapacity, or other Stewardship activation.

Stewardship also does not revive material the Member validly removed or permissions the Member validly revoked merely because continuity authority later transfers.

## **29. Public Content Receives Additional Review**

Material suitable for a private Legacy environment may not automatically be suitable for public access.

Content intended for:

public Legacy profiles;

public Legacy Guruuz experiences;

public Legacy Guruu access;

marketing;

publicity;

social sharing;

institutional presentation;

press or media use;

may require additional consent, rights verification, safety review, provenance review, publicity authorization, contextual consideration, or legal review.

Private preservation and public publication are different permissions.

## **30. Limited Human Review**

When automated systems cannot reasonably determine whether material satisfies the Content Standards, limited authorized human review may occur.

Human review should remain proportionate to the issue.

Reviewers should receive only the access reasonably necessary to evaluate the applicable concern.

Access associated with content review may be governed through authentication, confidentiality, logging, role-based access, security practices, and the Privacy Policy.

Members should not assume that ordinary Legacy Content is routinely viewed by Company personnel.

## **31. Review and Moderation Records**

Guruu International Inc. may maintain records concerning:

safety-review outcomes;

restrictions;

reconsideration requests;

rights disputes;

copyright complaints;

legal requests;

reports;

relevant access history;

actions taken in response to a material concern.

Records may support security, legal compliance, rights administration, audit history, Member support, consistency, and evidence of action taken.

They are handled according to the Privacy Policy and applicable retention requirements.

## **32. Requesting Reconsideration**

Where eligible material is restricted, a Member or other authorized person may be able to request further review.

Additional information may include:

context;

provenance;

rights documentation;

consent;

explanation of the material;

attribution;

other relevant evidence.

A successful reconsideration may result in the content being cleared or approved for a narrower form of Legacy use.

## **33. Matters Requiring Specialized Handling**

Ordinary reconsideration may be unavailable, delayed, or modified for material involving:

suspected child sexual exploitation;

legally prohibited material;

nonconsensual intimate imagery;

active threats;

serious security concerns;

preservation orders;

legally binding demands;

material copyright or rights-holder claims;

evidence required for an investigation;

other legally significant circumstances.

Specialized procedures may apply in those situations.

## 34. Proportionate Content-Level Action

Where a concern can reasonably be addressed at the item level, Legacy Guruuz may restrict the affected content without unnecessarily disrupting the entire Member Legacy.

This approach supports both safety and preservation.

The appropriate response may depend on severity, repetition, legal requirements, rights, and risk.

## 35. Account-Level Action

Serious or repeated violations may result in:

upload restrictions;

sharing restrictions;

feature restrictions;

temporary suspension;

account limitation;

Steward or Contributor access restriction;

termination.

Immediate action may occur where material or conduct involves serious exploitation, fraud, abuse, security threats, unlawful activity, intentional rights violations, or substantial risk to people or the service.

Account action does not transfer ownership of Member Legacy Content to Guruu International Inc.

Handling of retained or exported Legacy Content following termination remains governed by the Terms of Service, Privacy Policy, applicable rights, and law.

## 36. Reporting a Content Concern

Questions or reports concerning Content Standards, potentially unlawful content, rights violations, or another serious content concern may be directed to:

Legacy Guruuz™

Guruu International Inc.

General Content Questions: [Hello@LegacyGuruuz.com](mailto:Hello@LegacyGuruuz.com)

Privacy Concerns: [Privacy@LegacyGuruuz.com](mailto:Privacy@LegacyGuruuz.com)

Legal, Copyright, or Rights Matters: [Legal@LegacyGuruuz.com](mailto:Legal@LegacyGuruuz.com)

Website: [LegacyGuruuz.com](https://LegacyGuruuz.com)

Member Environment: [App.LegacyGuruuz.com](https://App.LegacyGuruuz.com)

Corporate Website: [GuruuInternational.com](https://GuruuInternational.com)

Reports involving immediate danger should be directed to appropriate emergency services or law-enforcement authorities when necessary.

## 37. Changes to the Content Standards

Human lives, technology, law, and the ways people preserve their stories will continue to evolve.

The Content Standards may be updated as capabilities develop, new media forms emerge, safety practices mature, legal requirements change, or Legacy Guruuz expands.

The Version, Effective Date, and Last Updated date identify the current published Standards.

Material changes may also be communicated through the Website, Product Environment, email, or another appropriate channel.

Where governing law or an applicable agreement requires renewed acknowledgment, consent, notice, or choice, the corresponding mechanism will be provided.

### **38. Relationship to Other Governing Documents**

The Content Standards work together with the:

Terms of Service;

Privacy Policy;

Member Consent & Legacy Authorization;

Stewardship & Continuity Agreement;

Voice & Likeness Consent where applicable;

Contributor terms;

rights-holder or licensing agreements;

other feature-specific agreements.

Each governing document controls the subject it specifically addresses.

Content eligibility under these Standards does not by itself establish privacy permission, copyright ownership, publicity rights, voice or likeness authority, public-use permission, or another right governed elsewhere.

### **39. Contact**

Questions about the Content Standards may be directed to:

Legacy Guruuz™

Guruu International Inc.

General: [Hello@LegacyGuruuz.com](mailto:Hello@LegacyGuruuz.com)

Privacy: [Privacy@LegacyGuruuz.com](mailto:Privacy@LegacyGuruuz.com)

Legal: [Legal@LegacyGuruuz.com](mailto:Legal@LegacyGuruuz.com)

Website: [LegacyGuruuz.com](https://LegacyGuruuz.com)

Member Environment: [App.LegacyGuruuz.com](https://App.LegacyGuruuz.com)

Corporate Website: [GuruuInternational.com](https://GuruuInternational.com)

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