



COMMUNITY RULES

Connecting Local Creative Commerce with Global Conscious Shopping

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Welcome to Leme Market.

Leme Market is a curated live shopping mobile application (**the App**) which provides a platform (**Platform**) built to support local Southern African brands and create a trusted, exciting, and respectful space for connection through shopping, selling, and community.

These Community Rules (**Rules**) explain what is and is not allowed on our Platform. They apply to everyone who uses Leme Market, including buyers, sellers, viewers, commenters, and anyone interacting with content on the Platform. For specific rights and obligations, kindly refer to the Mobile Application Terms and Conditions.

By using Leme Market, you agree to follow these Rules.

1. Our Community and What We Stand For

Leme Market exists to support local Southern African businesses and connect buyers with brands in a more personal, interactive, and trusted way.

We are committed to building a platform that values:

- authenticity,
- fairness,
- safety,
- respect,
- honest selling,
- and meaningful support for local enterprise.

Leme Market is a curated Platform. Not every brand will be approved to sell. Sellers are reviewed against our onboarding and eligibility standards before they are permitted to sell on the platform.

Approval to sell on Leme Market does not mean that Leme Market guarantees, certifies, or endorses any seller, product, claim, or future performance. Buyers should always use their own judgment when deciding whether to purchase on our Platform.

2. Who These Rules Apply To

These Rules apply to all users of Leme Market, including:

Sellers which includes approved brands, businesses, creators, and representatives offering Products for sale on the platform.

Buyers including users who download the App, browse, watch, comment, engage, and purchase products.

Other **Users** which include anyone else using the Platform in any way, including viewers, followers, guests, and account holders, whether the App has been downloaded by the relevant User or not.

Everyone on Leme Market must always follow these Rules.

3. You Are Responsible for What You Post and Share

You are responsible for everything you post, upload, say, share, display, promote, or otherwise make available on Leme Market.

This includes, but is not limited to:

- profile names and usernames,
- profile photos and cover images,
- comments and captions,
- product listings and descriptions,
- photos and videos,
- livestreams,
- linked websites or social profiles,
- and any other content shared through or in connection with the platform.

You must only post content that:

- you own, or
- you are legally allowed to use, share, sell, display, or publish.

You may not use Leme Market to infringe the rights of any person or business, including intellectual property rights, privacy rights, publicity rights, or contractual rights.

4. Honesty and Fair Selling

Leme Market is built on trust. Sellers must present products and brands honestly, clearly, and fairly.

You may not mislead Users about:

- what a product is,
- where it is made,
- who made it,
- the materials or ingredients used,
- pricing or discounts,
- stock availability,
- delivery timelines,
- condition, size, colour, finish, or quality,
- whether a product is handmade, original, local, limited edition, or exclusive,
- or any sponsorship, endorsement, partnership, or affiliation.

You may not:

- use fake urgency or false scarcity,
- run misleading “limited stock” or “last chance” claims,
- advertise a product and deliver a materially different one,
- use bait-and-switch tactics,

- make exaggerated or dishonest claims about performance or results,
- or create false trust signals to influence Buyers.

Sellers are responsible for ensuring that all statements made during live-streams, in comments, in product descriptions, and in promotional content are truthful and not misleading.

Where a product category is regulated by law, the Seller is responsible for ensuring that all claims, labels, disclosures, and sales practices comply with applicable law.

Leme Market may remove, restrict, or suspend listings, content, or Seller activity where we believe Users are being misled or placed at risk. South Africa's Consumer Protection Act requires fair marketing and prohibits deceptive or misleading conduct, and these Rules are intended to support that standard.

5. Product Images, Videos, and Visual Accuracy

Product visuals must accurately represent what is being sold.

You may not use images or videos that materially misrepresent:

- the colour,
- scale,
- texture,
- fit,
- quantity,
- finish,
- included accessories,
- or overall appearance of a product.

Do not use heavily misleading edits, filters, mockups, or styling that create a false impression of the item being sold.

Lifestyle imagery is allowed, but Buyers must still be able to understand what they are purchasing.

Where relevant, Sellers should clearly disclose if images are:

- styled for inspiration,
- digitally enhanced,
- or shown with optional extras not included in the sale.

6. Nudity, Sexual Content, and Adult Material

Leme Market is not an adult platform.

The following is not allowed:

- pornography,
- sexually explicit content,

- sexually graphic product demonstrations,
- sexually exploitative content,
- content intended primarily for sexual stimulation,
- or sexual services of any kind.

Limited, non-sexual nudity may be allowed where clearly relevant and appropriate, including:

- breastfeeding content,
- certain educational or body-related product demonstrations,
- or traditional artistic works,

provided the content is not exploitative, graphic, or inappropriate for the platform.

We may remove content that is technically non-explicit but still inappropriate for a broad public commerce environment.

7. Child Safety and Minor Protection

Because Leme Market may be but is not intended or marketed to be accessed by Users under the age of 18, child safety is taken extremely seriously.

Any content, conduct, or communication involving the abuse, exploitation, grooming, sexualisation, endangerment, or inappropriate targeting of minors is strictly prohibited.

This includes, but is not limited to:

- child sexual abuse material,
- sexualised imagery or commentary involving minors,
- grooming behaviour,
- exploitative or manipulative contact with minors,
- inappropriate solicitation,
- or encouraging minors to participate in unsafe, exploitative, or unlawful conduct.

You may not use children in product marketing or live-streams in a way that is exploitative, unsafe, or inappropriate.

We may immediately remove content, suspend accounts, and report conduct to relevant authorities where child safety concerns arise. South African law and regulatory guidance treat child exploitation, grooming, and child sexual abuse material as serious offences, and platforms used by children are expected to take preventative and responsive steps.

8. Prohibited Products and Services

The following may not be sold, promoted, listed, or distributed on Leme Market unless expressly permitted by Leme Market in writing and lawful in the relevant jurisdiction:

- counterfeit, fake, replica, or imitation goods,

- stolen goods,
- illegal goods or services,
- controlled substances or unlawful drugs,
- firearms, ammunition, explosives, or prohibited weapons,
- sexual services,
- products that encourage self-harm or unlawful conduct,
- fraudulent financial products or scam schemes,
- recalled or unsafe goods,
- wildlife or protected animal products sold unlawfully,
- or any item prohibited under applicable law.

Leme Market may also restrict or prohibit additional categories of goods at its discretion, including categories that present heightened safety, legal, reputational, age-related, or regulatory risk.

Certain product categories may be subject to additional platform rules, approval requirements, or selling conditions.

9. Regulated, Sensitive, and High-Risk Products

Some categories require extra care.

If you sell or promote any of the following, you are solely responsible for ensuring full legal and regulatory compliance:

- beauty and cosmetic products,
- skincare and personal care products,
- wellness products,
- supplements,
- food or ingestible items,
- baby or children's products,
- health-adjacent products,
- or any product intended for use on or in the body.

You may not:

- make false, unsubstantiated, or misleading health, medical, therapeutic, developmental, or safety claims,
- market products as “safe,” “non-toxic,” “organic,” “hypoallergenic,” “biodegradable,” “recyclable,” or similar unless you can properly support those claims,
- or sell products that are unsafe, contaminated, expired, incorrectly labelled, or unlawfully packaged.

Leme Market may request supporting information, labels, disclaimers, safety documentation, or additional review before or after approving products in these categories.

10. Counterfeit Goods and Intellectual Property

Leme Market does not allow counterfeit goods or intellectual property infringement.

You may not:

- sell copies, replicas, knock-offs, or imitations,
- use another brand's name, logo, packaging, trade dress, or design in a misleading way,
- claim another person's design or creative work as your own,
- or use copyrighted, trademarked, patented, or otherwise protected material without proper rights or permission.

If you use another person's or business's work, you must have the right to do so.

Sellers who list counterfeit or infringing products may be permanently removed from the platform.

Reporting Intellectual Property Concerns

If you believe your intellectual property rights have been infringed on Leme Market, you may submit a complaint through the reporting or support channels made available by Leme Market.

We may remove or restrict the relevant content, listing, or account while we review the complaint.

Repeat infringement may result in suspension or permanent removal.

11. Hate, Harassment, Bullying, and Abuse

Leme Market has zero tolerance for hate speech, harassment, or abuse.

You may not:

- threaten violence against any person or group,
- use hate speech,
- attack or degrade people based on race, ethnicity, nationality, culture, religion, sex, gender, gender identity, sexual orientation, disability, illness, or similar protected characteristics,
- bully, shame, intimidate, humiliate, or target Users,
- encourage pile-ons or coordinated harassment,
- stalk or repeatedly contact people in a way that is unwanted,
- or use the platform to abuse, demean, or provoke others.

Disagreement is allowed. Abuse is not.

Public comments, livestream interactions, Seller conduct, and Buyer conduct must remain respectful and lawful.

Where there is a credible threat to safety, we may remove content immediately and may report the matter to the relevant authorities, including the South African Police Service.

12. Violence, Graphic Content, and Disturbing Material

Graphic, disturbing, or intentionally shocking content is not allowed on Leme Market.

This includes:

- graphic violence,
- violent injury imagery,
- extreme gore,
- cruelty intended to disturb,
- or real-world violent content shared for shock, intimidation, or entertainment.

We may remove violent or disturbing content even where it is not illegal if it is inappropriate for the platform or harmful to the community.

13. Fraud, Scams, and Deceptive Conduct

You may not use Leme Market to deceive, defraud, manipulate, or exploit other Users.

This includes, but is not limited to:

- scams,
- fake giveaways,
- impersonation,
- phishing,
- fraudulent order behaviour,
- fake reviews or testimonials,
- fake engagement,
- fake followers or automated activity,
- payment manipulation,
- refund abuse,
- false account identities,
- or attempts to obtain money, goods, information, or trust dishonestly.

You may not pretend to be:

- another person,
- another brand,
- a Leme Market representative,
- or any business or organisation you are not authorised to represent.

Any conduct that undermines trust or marketplace integrity may result in immediate enforcement action.

14. Spam, Disruption, and Platform Abuse

Spam and disruptive behaviour are not allowed.

This includes:

- repetitive or irrelevant comments,
- flooding live-streams or comment sections,
- posting the same message repeatedly,
- misleading engagement tactics,
- fake automated activity,
- excessive tagging or self-promotion,
- disruptive trolling,
- or any behaviour intended to derail, overwhelm, or manipulate the User experience.

To protect the quality, safety, and fairness of live sessions and platform activity, Leme Market may limit:

- comment frequency,
- posting volume,
- engagement behaviour,
- messaging behaviour,
- or other User activity,

with or without prior notice.

15. Public Comments, Off-Platform Contact, and Linked Channels

Leme Market is a commerce and discovery platform, and Users may choose to contact Sellers or brands through external channels such as websites, social media platforms, or messaging services.

However:

- Leme Market does not control third party platforms or communication channels,
- and Users engage with off-platform links and communication at their own risk.

Sellers are responsible for ensuring that any linked websites, social accounts, contact methods, or external channels they promote are lawful, safe, accurate, and not misleading.

You may not use public comments or linked channels to:

- harass or target Users,
- run scams,
- impersonate others,
- share unlawful content,

- redirect Users deceptively,
- or avoid legal or safety obligations.

Leme Market may remove comments, links, profiles, or Seller access where off-platform conduct creates safety, fraud, or trust concerns for the platform community.

16. Third Party Payments, Shipping, and External Services

Leme Market works with third party service providers in connection with payments, shipping, and related platform functions.

Payments are processed through an independent third-party payment provider authorised to facilitate those services.

Sellers may be required to enter into separate agreements with that payment provider. The payment provider's own terms, policies, compliance requirements, and verification rules will apply to payment processing and related services.

Leme Market is not the payment processor and does not independently underwrite, guarantee, or assume liability for the payment provider's services, decisions, or compliance processes.

Shipping and delivery may be facilitated through the Platform using third party courier services, but the Seller remains responsible for fulfilment, dispatch, packaging, product accuracy, and the lawful completion of the sale unless otherwise expressly stated by Leme Market.

Leme Market may assist with logistics functionality, but this does not make Leme Market the Seller of record or the fulfiller of the goods unless expressly stated.

Users must comply with any applicable third-party terms where those services are used.

17. Privacy and Personal Information

We respect personal information and are committed to handling it responsibly.

Leme Market processes personal information in accordance with applicable law, including the Protection of Personal Information Act 4 of 2013 (POPIA).

We may collect and use personal information necessary to operate the platform, including information such as:

- account details,
- contact details,
- transaction information,
- shipping information,
- support communications,
- and platform activity.

We may use personal information to:

- provide and improve our services,
- process transactions,
- support logistics and fulfilment,
- communicate with Users,
- detect fraud and abuse,
- enforce our rules and agreements,
- and comply with legal obligations.

We may share information where reasonably necessary with:

- payment providers,
- courier or logistics providers,
- service providers,
- Sellers or Buyers where needed to complete transactions,
- professional advisers,
- or regulators, courts, law enforcement bodies, or authorities where required or appropriate.

We do not sell personal information.

Users may have rights under POPIA, including rights relating to access, correction, objection, and, where applicable, deletion or withdrawal of consent. POPIA requires lawful, purpose-specific processing and recognises data subject rights, and Leme Market intends to operate consistently with those principles.

Further details about how we collect, use, store, retain, and protect personal information are set out in our **Privacy Notice** and related notices.

18. Safety, Reporting, and Cooperation

If you see content, behaviour, listings, or activity that appears unsafe, unlawful, abusive, misleading, exploitative, or in breach of these Rules, please report it through the tools or support channels made available by Leme Market.

Users should report concerns in good faith. Knowingly false, malicious, or abusive reports may themselves violate these Rules.

Leme Market may cooperate with:

- regulators, including the South African Police Service
- child protection organisations,
- consumer protection authorities,
- payment providers,
- logistics providers,
- or other relevant entities,

where reasonably necessary to investigate misconduct, protect users, respond to legal process, or maintain platform safety.

19. How We Enforce These Rules

We take these Rules seriously and may take action where we believe content or conduct is unlawful, unsafe, misleading, harmful, abusive, exploitative, or inconsistent with the spirit of the platform.

Enforcement action may include, without limitation:

- warnings,
- content removal,
- listing removal,
- comment removal,
- account restrictions,
- feature restrictions,
- reduced visibility,
- suspension of livestream access,
- suspension of selling privileges,
- pausing access to platform functions,
- temporary account suspension,
- permanent removal from the platform,
- or reporting to relevant third parties or authorities.

We may take action:

- with or without prior notice,
- during or after an investigation,
- and even where the conduct is not specifically listed in these Rules but is reasonably harmful, deceptive, risky, or inconsistent with platform safety or integrity.

Repeated or serious violations may result in immediate permanent removal.

20. Our Moderation Discretion

Not every harmful or unacceptable behaviour can be listed in advance.

For that reason, Leme Market reserves the right to remove content, limit activity, restrict accounts, decline Seller participation, or take other protective action where we reasonably believe it is necessary to:

- protect Users,
- preserve trust,
- reduce legal or safety risk,
- maintain the quality of the platform,
- or uphold the purpose and standards of the Leme Market community.

Use of the platform is a privilege, not a right.

21. Appeals and Reviews

In some cases, Users may request a review of moderation or enforcement action by contacting Leme Market through the support or review channels made available by us.

We may review a decision where appropriate, but we are not obliged to reverse, delay, or suspend enforcement action while a matter is under review.

Our decision on platform access, participation, and moderation remains final except where otherwise required by law.

22. Changes to These Rules

We may update these Community Rules from time to time.

Where appropriate, we may notify Users of material changes through the app, website, email, or other suitable communication channels.

The updated version will apply from the date it becomes effective.

By continuing to use Leme Market after the updated Rules take effect, you agree to the revised version.

23. Contact Us

If you have questions about these Community Rules, or if you need to report a concern, please contact us through the support or contact details made available on the Leme Market app or website.