

Horse Action Network Community Standards & Copyright Policy

TABLE OF CONTENTS

1. INTRODUCTION	3
2. SCOPE	4
3. DEFINITIONS	4
4. OUR MARKETPLACE VALUES	6
4.1 Honesty	6
4.2 Transparency	7
4.3 Respect	7
4.4 Professionalism	7
4.5 Animal Welfare	7
4.6 Fair Business Practices	7
4.7 Safety	8
5. LISTING STANDARDS	8
5.1 Horse Listings	8
5.2 Service Listings	9
5.3 Real Estate Listings	10
5.4 General Listing Standards	11
6. USER CONDUCT	11
6.1 Respectful Conduct	12
6.2 Discrimination and Hate-Based Conduct	12
6.3 Fraudulent and Deceptive Conduct	13
6.4 Spam and Platform Abuse	13
6.5 Reviews and Marketplace Integrity	14
6.6 Identity and Account Integrity	14
6.7 Platform Integrity and Security	15
6.8 Compliance with Law	16
7. MESSAGING RULES	16
7.1 Appropriate Use	16
7.2 Prohibited Messaging	17
7.3 Off-Platform Communications and Transactions	17
7.4 Privacy and Sharing of Communications	18
7.5 Monitoring, Review, and Enforcement	18
8. FRAUD & MARKETPLACE INTEGRITY	19

8.1 Fraudulent Listings	19
8.2 Documentation and Records	20
8.3 Images, Videos, and Other Media	20
8.4 Marketplace Manipulation	21
8.5 Payment and Financial Scams	22
8.6 Identity Fraud and Impersonation	23
8.7 Marketplace Trust	23
9. ANIMAL WELFARE	24
9.1 Humane Treatment	24
9.2 Accurate Welfare and Condition Representations	25
9.3 Veterinary Care and Medical Information	25
9.4 Medications and Prohibited Practices	26
9.5 Lawful Ownership, Transfer, and Transportation	26
9.6 Responsible Breeding	27
9.7 Reporting Animal Welfare Concerns	27
9.8 Limitation of Horse Action Network's Responsibility	28
10. INTELLECTUAL PROPERTY	28
10.1 Horse Action Network Intellectual Property	29
10.2 User Content	29
10.3 Copyright and Trademark Infringement	29
10.4 Repeat Infringers	30
11. COPYRIGHT COMPLAINTS AND DMCA POLICY	30
11.1 Designated Copyright Agent	30
11.2 Copyright Infringement Notice	30
11.3 Removal or Restriction of Content	31
11.4 Counter-Notification	31
11.5 Misrepresentations and Abuse	32
12. ARTIFICIAL INTELLIGENCE AND ALTERED CONTENT	32
12.1 Permitted Uses	32
12.2 Disclosure	32
12.3 Prohibited Uses	33
12.4 Responsibility for AI Content	33
13. ENFORCEMENT	33
13.1 Enforcement Considerations	34
13.2 Investigations	34
14. APPEALS	35
15. REPORTING VIOLATIONS	35
15.1 Good-Faith Reporting	35
15.2 No Retaliation	36
16. DISCLAIMER OF VERIFICATION AND PLATFORM ROLE	36
17. POLICY UPDATES	37
18. OUR COMMITMENT	37

Horse Action Network

Community Standards & Copyright Policy

1. Introduction

Horse Action Network is committed to building a trusted, transparent, and professional marketplace for the equestrian community. These Community Standards & Copyright Policy ("Community Standards") establish the expectations for all users who access or use the Horse Action Network platform, including buyers, sellers, service providers, real estate professionals, advertisers, and visitors.

Our goal is to create a marketplace where users can confidently buy, sell, advertise, and connect through honest communication, accurate listings, respectful interactions, and responsible business practices. Every member of the Horse Action Network community plays an important role in maintaining the integrity, safety, and reputation of the Platform.

These Community Standards are intended to promote a positive experience for all users by outlining acceptable conduct, prohibited activities, content requirements, intellectual property protections, and the actions Horse Action Network may take to protect the Platform and its community.

These Community Standards supplement, and are incorporated into, the Horse Action Network Terms of Use. By accessing or using the Platform, you agree to comply with these Community Standards in addition to the Terms of Use, Privacy Policy, Platform Policies, and any other policies published by Horse Action Network. In the event of a conflict between these Community Standards and the Terms of Use, the Terms of Use shall control.

Horse Action Network reserves the right to interpret and enforce these Community Standards in its sole discretion. Because every situation is unique, not every prohibited activity can be specifically identified within this Policy. Horse Action Network may take any action it reasonably determines is necessary to protect its users, the integrity of the Platform, and the equestrian community.

These Community Standards are intended to protect the integrity of the Platform while encouraging honest, transparent, and professional participation within the equestrian community.

2. Scope

These Community Standards & Copyright Policy ("Community Standards") apply to every user of Horse Action Network and govern all activities conducted through or in connection with the Platform.

These Community Standards apply to all content, communications, and interactions on the Platform, including, but not limited to:

- Horse Listings
- Service Listings
- Real Estate Listings
- User accounts and public profiles
- Messages and other communications between users
- Reviews, ratings, and testimonials
- Photographs, videos, documents, and other uploaded media
- Artificial intelligence (AI) generated or AI-assisted content
- Advertisements and promotional content
- Comments, feedback, and other user-generated content
- Any other activity conducted through or relating to the Platform

These Community Standards apply regardless of whether a transaction is completed through Horse Action Network, completed outside the Platform following initial contact on the Platform, or never completed at all.

Users are responsible for ensuring that all content they publish and all conduct occurring through their use of the Platform complies with these Community Standards, the Terms of Use, the Privacy Policy, and all applicable federal, state, provincial, local, and international laws and regulations.

Horse Action Network may enforce these Community Standards at any time, regardless of whether a specific violation is expressly identified within this Policy, when it reasonably determines that doing so is necessary to protect the safety, integrity, security, or reputation of the Platform or its users.

3. Definitions

For purposes of these Community Standards & Copyright Policy, the following terms have the meanings set forth below. Capitalized terms not defined in this Policy shall have the meanings assigned to them in the Horse Action Network Terms of Use.

"Horse Action Network," "HAN," "we," "our," or "us"

Refers to Horse Action Network, its owners, affiliates, successors, assigns, employees, contractors, representatives, and authorized agents.

"Platform"

Refers to the Horse Action Network website, mobile applications, software, services, features, tools, databases, messaging systems, content, and any other products or services made available by Horse Action Network.

"User," "you," or "your"

Refers to any individual, business, organization, farm, brokerage, advertiser, visitor, or other entity that accesses, browses, registers for, or otherwise uses the Platform.

"Account"

Refers to a registered user profile created to access certain features of the Platform, including creating Listings, communicating with other users, managing subscriptions, or participating in other Platform activities.

"Listing"

Refers to any advertisement, posting, profile, or other content published through the Platform to promote, market, lease, sell, advertise, or otherwise offer a horse, service, business, real estate, product, event, or other item.

"Horse Listing"

Refers to a Listing advertising a horse for sale, lease, auction, breeding, adoption, syndication, or any other lawful equine-related transaction.

"Service Listing"

Refers to a Listing advertising equestrian-related services, businesses, professionals, farms, organizations, trainers, veterinarians, farriers, transportation providers, boarding facilities, or any other lawful service.

"Real Estate Listing"

Refers to a Listing advertising farms, ranches, equestrian facilities, land, residential property, commercial property, or other real estate available for sale, lease, or other lawful transaction.

"Content"

Refers to all information, materials, media, and communications published, uploaded, transmitted, stored, or otherwise made available through the Platform, including text, photographs, videos, graphics, logos, documents, reviews, ratings, messages, comments, advertisements, and other user-generated or Platform-generated materials.

"User Content"

Refers to any Content submitted, uploaded, published, transmitted, or otherwise provided to the Platform by a User, including Listings, photographs, videos, documents, messages, reviews, profile information, comments, and other materials.

"Artificial Intelligence (AI) Content"

Refers to any image, video, audio, text, document, or other material that has been generated, created, enhanced, modified, or substantially assisted through the use of artificial intelligence, machine learning, generative AI, or similar automated technologies.

"Marketplace"

Refers to the collective environment created through the Platform where Users may advertise, discover, communicate about, and engage in lawful equestrian-related transactions involving horses, services, businesses, or real estate.

"Community Standards"

Refers to this Community Standards & Copyright Policy, including any future amendments, updates, or supplemental policies published by Horse Action Network.

"Applicable Law"

Refers to all applicable federal, state, provincial, local, and international laws, regulations, ordinances, court orders, licensing requirements, and governmental rules governing a User's activities on or through the Platform.

The headings used in these Community Standards are provided solely for convenience and do not affect the interpretation of any provision. Unless the context clearly indicates otherwise, words in the singular include the plural, words in the plural include the singular, and references to one gender include all genders. References to "including" or "includes" mean "including, without limitation."

4. Our Marketplace Values

Horse Action Network was created to serve the equestrian community by providing a marketplace built on trust, transparency, professionalism, and responsible horsemanship. Every Listing, message, review, and interaction contributes to the experience of other users and to the reputation of the Platform. These Marketplace Values establish the expectations for everyone who uses Horse Action Network.

4.1 Honesty

Trust begins with honesty. Users are expected to provide truthful, accurate, and complete information in Listings, profiles, messages, reviews, and all other Content published through the Platform.

Knowingly providing false, misleading, deceptive, or incomplete information undermines the integrity of the marketplace and may result in enforcement action.

4.2 Transparency

Successful transactions depend upon open communication. Users should disclose material information that could reasonably influence another person's decision, including known health conditions, training limitations, registration status, ownership, pricing, property conditions, or other significant facts.

Transparency helps buyers make informed decisions, reduces misunderstandings, and creates a more trustworthy marketplace.

4.3 Respect

Every member of the Horse Action Network community deserves to be treated with courtesy and professionalism.

Harassment, bullying, intimidation, threats, discrimination, hate speech, or abusive behavior have no place on the Platform. Respectful disagreement is welcome. Personal attacks are not.

4.4 Professionalism

Horse Action Network is designed to be a professional marketplace where buyers, sellers, service providers, farms, and real estate professionals can confidently conduct business.

Users are expected to communicate responsibly, fulfill their commitments, and present themselves and their Listings honestly and professionally throughout every stage of a transaction.

4.5 Animal Welfare

The welfare of horses should remain a priority throughout every transaction.

Horse Action Network does not tolerate Content that promotes abuse, neglect, cruelty, illegal conduct, or practices that unnecessarily endanger horses or other animals.

Although Horse Action Network supports responsible ownership and ethical horsemanship, the Platform does not inspect, supervise, certify, or guarantee the care, health, treatment, or welfare of any animal. Responsibility for animal care remains solely with the owner or person in possession of the animal.

4.6 Fair Business Practices

Horse Action Network exists to create a marketplace where honest businesses and individuals can compete fairly.

Fraud, deceptive marketing, fake reviews, impersonation, price manipulation, misleading advertising, and other unfair business practices damage marketplace trust and are prohibited.

4.7 Safety

While Horse Action Network strives to provide a safe marketplace, no online platform can guarantee the conduct of its users or the outcome of any transaction.

Users are encouraged to independently verify information, inspect horses and properties, request documentation, use qualified professionals such as veterinarians, trainers, inspectors, attorneys, and licensed real estate professionals when appropriate, and exercise reasonable caution before completing any transaction.

Horse Action Network reserves the right to remove Content, restrict access, suspend accounts, or take other action it reasonably believes is necessary to protect the safety, integrity, or trustworthiness of the Platform.

5. Listing Standards

Accurate Listings are essential to maintaining a trustworthy marketplace. Buyers frequently make decisions about contacting a seller, scheduling an inspection, or traveling long distances based solely upon the information contained in a Listing. For that reason, every Listing published on Horse Action Network must honestly represent the horse, service, property, or business being advertised.

Users are responsible for ensuring that all descriptions, photographs, videos, documents, pricing, and other information remain accurate, complete, and reasonably current throughout the duration of the Listing.

Horse Action Network may edit, reject, remove, suspend, or require corrections to any Listing that it reasonably believes violates these Community Standards, the Terms of Use, or applicable law.

5.1 Horse Listings

Horse Listings should provide prospective buyers and lessees with an honest and complete representation of the horse being advertised. Listings should be accurate to the best of the seller's knowledge and should not omit information that would reasonably influence another person's purchasing decision.

Where applicable, Horse Listings should accurately include:

- Horse's registered and/or barn name

- Date of birth or approximate age
- Breed or breeding
- Registration status and registry information
- Height
- Color and identifying markings
- Sex
- Primary discipline(s)
- Training level
- Rider suitability
- Competition or performance history
- Current health status
- Maintenance requirements
- Known behavioral concerns, vices, or limitations
- Soundness information
- Ownership status and authority to advertise
- Asking price or lease terms

Photographs and videos should fairly represent the horse's current appearance, movement, condition, and abilities.

Reasonable editing, such as cropping, lighting adjustments, color correction, sharpening, and background cleanup, is permitted provided the edits do not materially misrepresent the horse.

Horse Listings may **not** include:

- Photographs or videos depicting another horse.
- AI-generated horses presented as authentic photographs.
- Materially altered images or videos that conceal injuries, scars, blemishes, defects, conformational characteristics, or movement.
- Fabricated show records, earnings, titles, awards, or competition history.
- False pedigree or registration information.
- Misleading statements regarding training, temperament, breeding, health, or rider suitability.
- Deliberate omission of known material health conditions or chronic soundness concerns.
- Listings submitted by anyone who lacks legal authority to advertise or transfer the horse.

Horse Action Network recognizes that horses naturally change due to age, conditioning, training, health, seasonal coat changes, and routine management. Normal changes over time do not constitute a violation of these Community Standards.

5.2 Service Listings

Service Listings should accurately represent the business, organization, or professional offering the advertised services. Users should only advertise services they are legally authorized and reasonably able to provide.

Where applicable, Service Listings should accurately include:

- Business or organization name
- Services offered
- Geographic service area
- Professional qualifications
- Certifications or licenses
- Insurance coverage, if claimed
- Business hours
- Pricing or pricing structure, where provided
- Contact information
- Current photographs accurately depicting facilities, equipment, personnel, or completed work

Service Listings may not:

- Misrepresent professional qualifications.
- Falsely claim certifications, licenses, or insurance.
- Advertise services the User is not legally authorized to perform.
- Publish fabricated testimonials or reviews.
- Use deceptive pricing practices.
- Misrepresent current availability.
- Use photographs that materially misrepresent the business or services offered.

5.3 Real Estate Listings

Real Estate Listings should accurately represent the property being advertised and comply with all applicable real estate laws, regulations, and professional standards.

Where applicable, Listings should include:

- Property address or general location
- Acreage
- Property type
- Buildings and improvements
- Equestrian facilities
- Utilities and infrastructure
- Zoning information, if known

- Listing price or lease terms
- Current photographs of the property

Users advertising real estate remain responsible for complying with all applicable federal, state, provincial, and local laws, including licensing requirements, the Fair Housing Act, and applicable Multiple Listing Service (MLS) rules.

Real Estate Listings may not:

- Misrepresent acreage, boundaries, structures, zoning, or improvements.
- Use photographs or videos that materially misrepresent the property's current condition.
- Use misleading drone imagery or aerial photography.
- Intentionally conceal known material defects.
- Include discriminatory language prohibited by law.
- Violate applicable MLS rules or licensing requirements.

5.4 General Listing Standards

The following requirements apply to every Listing published on Horse Action Network, regardless of category.

Users may not:

- Publish false, misleading, fraudulent, or deceptive information.
- Advertise horses, services, businesses, or property without authorization.
- Upload copyrighted Content without permission.
- Publish duplicate Listings intended to manipulate search results.
- Include malicious software, spam, phishing attempts, or unrelated promotional material.
- Manipulate search rankings, engagement metrics, or Platform features through deceptive practices.
- Circumvent Platform policies by repeatedly reposting removed Listings or creating new accounts to avoid enforcement.

Horse Action Network may request supporting documentation, verify information, require corrections, temporarily remove Listings, permanently remove Listings, suspend accounts, or take any other action reasonably necessary to protect the integrity of the marketplace.

6. User Conduct

Horse Action Network is committed to maintaining a respectful, professional, and trustworthy marketplace. Every User is expected to act honestly, responsibly, and with reasonable consideration for others.

Users are solely responsible for their conduct on or in connection with the Platform and for ensuring that their actions comply with these Community Standards, the Terms of Use, and Applicable Law.

Conduct that threatens the safety, integrity, security, or reputation of Horse Action Network or its community is prohibited, whether that conduct occurs publicly, through private messages, through a User Account, or in connection with a transaction initiated through the Platform.

6.1 Respectful Conduct

Users must communicate and interact with others in a respectful and professional manner.

Prohibited conduct includes, without limitation:

- Harassing, intimidating, threatening, or abusing another person.
- Bullying or repeatedly directing unwanted communications toward another User.
- Stalking, monitoring, or attempting to frighten or control another person.
- Using obscene, degrading, sexually explicit, or excessively vulgar language toward another User.
- Making unwanted sexual comments, advances, or requests.
- Encouraging violence, self-harm, cruelty, or unlawful conduct.
- Publishing another person's private or identifying information without authorization.
- Sharing private messages, photographs, recordings, or personal information for the purpose of humiliating, threatening, or harassing another person.
- Posting Content intended primarily to provoke, inflame, disrupt, or intimidate.

Disagreements may occur in any marketplace. Users may express concerns, decline a transaction, question information, or provide honest feedback, but they must do so without personal attacks, threats, harassment, or abusive conduct.

6.2 Discrimination and Hate-Based Conduct

Horse Action Network does not tolerate unlawful discrimination, hate speech, or conduct that promotes hostility or violence toward individuals or protected groups.

Users may not publish, transmit, or promote Content that:

- Encourages hatred, violence, or dehumanization.
- Contains unlawful discriminatory language or imagery.
- Harasses or targets another person based on race, color, national origin, ethnicity, religion, sex, pregnancy, gender, sexual orientation, disability, age, familial status, veteran status, or another characteristic protected by Applicable Law.

- Encourages the exclusion, intimidation, humiliation, or mistreatment of others based on a protected characteristic.
- Violates applicable fair housing, employment, public accommodation, or anti-discrimination laws.

Nothing in this section prohibits lawful, respectful discussion of breeding programs, equestrian disciplines, rider experience, horse suitability, professional qualifications, or other legitimate marketplace considerations.

6.3 Fraudulent and Deceptive Conduct

Users may not engage in fraudulent, dishonest, or deceptive activity through or in connection with the Platform.

Prohibited conduct includes:

- Creating false or misleading Listings.
- Misrepresenting a horse, service, property, business, qualification, affiliation, or identity.
- Misrepresenting ownership, authority, pricing, condition, availability, location, or transaction terms.
- Providing forged, fabricated, altered, or misleading documentation.
- Soliciting money, property, personal information, or account credentials through false pretenses.
- Participating in payment fraud, refund fraud, chargeback abuse, or financial scams.
- Knowingly assisting another person in committing fraud.
- Concealing material information for the purpose of misleading another User.

More detailed requirements concerning fraudulent Listings, documentation, media, payments, and marketplace manipulation are provided in Section 8.

6.4 Spam and Platform Abuse

Users may not misuse Horse Action Network, interfere with its normal operation, or use the Platform in a way that degrades the experience of other Users.

Prohibited conduct includes:

- Publishing repetitive or substantially duplicate Listings.
- Sending unsolicited bulk or mass communications.
- Posting advertisements unrelated to the equestrian marketplace.
- Flooding search results, messages, reviews, or reports with repetitive Content.

- Using automated systems, bots, scripts, or unauthorized software to create Accounts, publish Listings, send messages, or interact with the Platform.
- Manipulating search visibility, engagement, traffic, ratings, or other Platform features.
- Using misleading keywords, categories, locations, or tags to gain improper visibility.
- Repeatedly reposting Content removed for violating Platform policies.
- Excessive promotional activity that interferes with legitimate marketplace use.

Reasonable promotion of a User's own horse, business, service, farm, or property is permitted when conducted through appropriate Platform features and in compliance with these Community Standards.

6.5 Reviews and Marketplace Integrity

Reviews, ratings, and testimonials should reflect genuine experiences and honest opinions. Users may leave positive or negative feedback, provided the feedback is truthful, relevant, and not used for harassment, retaliation, or manipulation.

Users may not:

- Publish a review for a transaction, service, or interaction that did not occur.
- Submit false, misleading, or fabricated reviews.
- Review their own business, Listing, or Account through another identity.
- Pay for, purchase, sell, or exchange reviews without clear disclosure where legally permitted.
- Pressure another person to leave a particular rating or review.
- Threaten negative reviews to obtain money, discounts, refunds, services, or another advantage.
- Retaliate against a User for leaving an honest review or reporting legitimate concerns.
- Coordinate review manipulation through multiple Accounts or third parties.
- Include unrelated personal attacks, private information, or unlawful Content in a review.

Horse Action Network may investigate, limit, or remove reviews that reasonably appear to violate these standards. Removal of a review does not necessarily mean Horse Action Network has determined which party is correct in an underlying dispute.

6.6 Identity and Account Integrity

Users must provide accurate information when creating and using an Account and must not misrepresent their identity, authority, business affiliation, or professional status.

Users may not:

- Impersonate another individual, farm, business, organization, professional, or Horse Action Network representative.
- Use another person's name, photograph, credentials, business information, or identity without authorization.
- Falsely claim to represent an owner, seller, broker, trainer, veterinarian, service provider, or real estate professional.
- Create Accounts to evade suspension, termination, payment obligations, or enforcement action.
- Maintain multiple Accounts for fraudulent, deceptive, manipulative, or abusive purposes.
- Allow another person to use an Account in a manner that violates these Community Standards.
- Submit false information during registration, verification, or an investigation.

Nothing in this section prohibits legitimate separate Accounts for different businesses, farms, teams, or organizations where permitted by Horse Action Network, provided the Accounts are not used to deceive Users or manipulate the Platform.

6.7 Platform Integrity and Security

Users may not interfere with, damage, disrupt, access without authorization, or compromise the security or operation of the Platform.

Prohibited conduct includes:

- Attempting to bypass authentication, access controls, security measures, or Account restrictions.
- Accessing another User's Account without authorization.
- Exploiting software vulnerabilities, errors, bugs, or technical weaknesses.
- Introducing malware, ransomware, spyware, viruses, malicious code, or harmful files.
- Scraping, harvesting, copying, or extracting Platform data through unauthorized automated means.
- Reverse engineering, decompiling, or attempting to discover source code except where expressly permitted by law.
- Overloading, flooding, disabling, or interfering with servers, networks, databases, or Platform features.
- Testing the Platform's security without prior written authorization.
- Using Platform data to create competing databases, unauthorized directories, or deceptive services.
- Attempting to manipulate recommendations, rankings, search functions, analytics, or engagement metrics.

Users who become aware of a suspected security vulnerability should report it to Horse Action Network and must not exploit, disclose, or distribute the vulnerability in a manner that places the Platform or its Users at risk.

6.8 Compliance with Law

Users are responsible for complying with all Applicable Law in connection with their use of the Platform.

This includes laws and regulations concerning:

- Animal ownership, care, transportation, health documentation, and transfer.
- Consumer protection and advertising.
- Real estate advertising, licensing, fair housing, and professional conduct.
- Business licensing, insurance, and professional services.
- Privacy, data protection, intellectual property, and electronic communications.
- Taxes, payments, sanctions, and financial transactions.
- Competitions, breeding, medications, veterinary practices, and animal welfare.

Horse Action Network may preserve information, restrict access, cooperate with law enforcement, respond to legal process, or take other lawful action when reasonably necessary to investigate suspected unlawful conduct, protect Users, or comply with legal obligations.

7. Messaging Rules

Horse Action Network's messaging features are provided to facilitate legitimate communication concerning Listings, horses, services, real estate, businesses, appointments, and other lawful marketplace activities.

Messages should remain relevant, respectful, and professional. Users are solely responsible for the communications they send and for any information, links, files, payment instructions, or representations included in those communications.

These rules apply to messages sent through the Platform and may also apply to communications that begin through Horse Action Network and later continue by telephone, text message, email, social media, or another service when the conduct has a meaningful connection to the Platform or a Platform transaction.

7.1 Appropriate Use

Messaging may be used for legitimate purposes such as:

- Asking questions about a Listing.
- Discussing the potential purchase, sale, lease, auction, breeding, or adoption of a horse.
- Discussing equestrian services or real estate.
- Coordinating appointments, inspections, viewings, veterinary examinations, trials, transportation, or other transaction-related activities.
- Requesting or sharing information reasonably relevant to a Listing or transaction.
- Communicating with Horse Action Network regarding Account or Platform matters.

Users should avoid sending unnecessary sensitive personal or financial information through messages.

7.2 Prohibited Messaging

Users may not use messaging features to:

- Send unsolicited bulk, repetitive, or mass messages.
- Advertise unrelated products, services, websites, or opportunities.
- Harass, threaten, intimidate, stalk, bully, or abuse another person.
- Send discriminatory, hateful, obscene, sexually explicit, or degrading communications.
- Send repeated messages after another User has clearly asked for communication to stop.
- Request passwords, authentication codes, security codes, or Account credentials.
- Conduct phishing, identity theft, impersonation, or social-engineering attempts.
- Transmit malware, viruses, ransomware, spyware, or malicious files.
- Send fraudulent invoices, payment instructions, escrow requests, or shipping documents.
- Direct Users to misleading, fraudulent, or malicious websites.
- Solicit unlawful transactions or promote illegal activity.
- Collect sensitive personal, financial, medical, or identifying information that is not reasonably necessary for a legitimate transaction.
- Circumvent security, reporting, blocking, or enforcement features.
- Threaten to publish private information, messages, photographs, or reviews to pressure another person.
- Misrepresent that a message was sent by or approved by Horse Action Network.

7.3 Off-Platform Communications and Transactions

Horse Action Network recognizes that many legitimate transactions will involve communication, inspections, contracts, payments, transportation, or closing activities outside the Platform.

Moving a conversation off the Platform does not remove a User's responsibility to act lawfully and honestly. Users may not use Platform messages to direct others toward fraudulent payment methods, fake escrow services, counterfeit documents, malicious websites, or other deceptive arrangements.

Users are encouraged to:

- Verify the identity and authority of the other party.
- Confirm ownership and registration information.
- Inspect horses and properties in person when practical.
- Use independent veterinarians, trainers, inspectors, attorneys, transporters, or licensed real estate professionals where appropriate.
- Review written agreements carefully.
- Confirm payment instructions independently before transferring funds.
- Avoid sending money based solely on urgency, pressure, or unverified representations.

Horse Action Network does not control or guarantee off-Platform communications, contracts, payments, inspections, or transactions.

7.4 Privacy and Sharing of Communications

Users should respect the privacy of communications exchanged through the Platform.

Users may not publish, distribute, or use another person's private messages, contact information, documents, photographs, or personal details for harassment, intimidation, retaliation, identity theft, or another unlawful purpose.

This section does not prohibit a User from preserving or sharing communications in good faith with:

- Horse Action Network.
- An attorney or professional advisor.
- Law enforcement or a regulatory authority.
- A veterinarian, inspector, payment provider, financial institution, or other professional involved in a legitimate dispute or investigation.
- A court, arbitrator, insurer, or other authorized party.

7.5 Monitoring, Review, and Enforcement

Horse Action Network does not routinely monitor every private communication between Users.

However, to the extent permitted by Applicable Law, Horse Action Network may access, preserve, review, or disclose communications when reasonably necessary to:

- Investigate a reported violation.
- Enforce these Community Standards or the Terms of Use.
- Detect or prevent fraud, scams, abuse, or security threats.

- Protect the rights, property, safety, or welfare of Users, animals, or the public.
- Respond to legal process or comply with legal obligations.
- Maintain and improve the security and operation of the Platform.

Users who receive abusive, fraudulent, suspicious, or unlawful messages should preserve relevant evidence and report the communication through the available reporting tools or contact Horse Action Network directly.

8. Fraud & Marketplace Integrity

Horse Action Network is committed to maintaining a marketplace where Users can connect and conduct business with greater confidence. Fraudulent, deceptive, and manipulative conduct damages individual Users and weakens trust throughout the equestrian community.

Users must act honestly and in good faith when creating Listings, communicating with others, negotiating transaction terms, exchanging documentation, arranging payments, and completing purchases, leases, services, or other transactions.

Horse Action Network may investigate suspected fraud, request supporting information, restrict or remove Content, suspend Accounts, preserve relevant evidence, and cooperate with payment providers, law enforcement agencies, regulatory authorities, or other appropriate parties when permitted or required by Applicable Law.

8.1 Fraudulent Listings

Users may not create, publish, promote, or maintain a Listing that is false, fictitious, materially misleading, or submitted without proper authority.

Prohibited conduct includes:

- Advertising a horse, service, business, or property that does not exist.
- Advertising a horse or property the User does not own and is not authorized to represent.
- Misrepresenting ownership, location, availability, price, condition, qualifications, or transaction terms.
- Using a legitimate Listing to collect deposits or payments for something the User cannot or does not intend to provide.
- Copying another seller's Listing and presenting it as the User's own.
- Creating bait-and-switch Listings intended to attract inquiries for a different horse, service, or property.

- Continuing to advertise an item as available after it has been sold, leased, withdrawn, or otherwise become unavailable when the Listing is being maintained for a deceptive purpose.
- Fabricating a horse's history, training, temperament, health, breeding, registration, competition record, or suitability.
- Intentionally concealing material facts in order to mislead a prospective buyer, lessee, client, or other User.

Minor mistakes, outdated information, or good-faith disagreements do not necessarily constitute fraud. Users are expected to promptly correct inaccurate information once they become aware of it.

8.2 Documentation and Records

Documents used in connection with a Listing or transaction must be authentic, accurate, and presented in a manner that does not create a false or misleading impression.

Users may not create, alter, forge, fabricate, misrepresent, or knowingly distribute false documentation, including:

- Registration certificates or registry records.
- Pedigrees and breeding records.
- Bills of sale, transfer documents, leases, or ownership records.
- Veterinary records, health certificates, vaccination records, or testing results.
- Pre-Purchase Examination reports.
- Coggins tests or other required health documentation.
- Competition records, show results, titles, awards, or earnings.
- Training records or professional evaluations.
- Inspection reports, surveys, deeds, permits, zoning documents, or property disclosures.
- Business licenses, professional credentials, certifications, or proof of insurance.
- Invoices, receipts, shipping records, escrow instructions, or payment confirmations.

Users may redact sensitive personal information when appropriate, provided the redaction does not materially alter the meaning or authenticity of the document.

Horse Action Network may request documentation reasonably related to a Listing or reported violation. A request for documentation does not mean that Horse Action Network has verified, approved, authenticated, or guaranteed the information provided.

8.3 Images, Videos, and Other Media

Media is often one of the first things a prospective buyer uses to evaluate a Listing. Photographs, videos, audio recordings, diagrams, maps, and other media must accurately represent the subject being advertised.

Users may not:

- Use photographs or videos of a different horse, property, facility, business, or service.
- Use stolen, copyrighted, or unauthorized media.
- Present stock images as current photographs of the advertised subject.
- Present AI-generated images or videos as authentic depictions of an actual horse, property, facility, or business.
- Materially alter conformation, markings, movement, gait, soundness, body condition, injuries, scars, defects, or other relevant characteristics.
- Edit property images to add, remove, enlarge, or conceal structures, fencing, facilities, neighboring conditions, boundaries, or defects.
- Use misleading camera angles, filters, editing, or outdated media to create a materially false impression.
- Remove brands, markings, scars, identification numbers, signs, or other identifying features for a deceptive purpose.
- Pair authentic media with a misleading description regarding when, where, or under what conditions it was recorded.

Reasonable editing for cropping, brightness, color correction, sharpening, stabilization, background cleanup, or file quality is permitted when it does not materially misrepresent the subject.

When older photographs or videos are used, Users should identify them as older when the passage of time could reasonably affect a viewer's understanding of the horse, property, or service being offered.

8.4 Marketplace Manipulation

Users may not artificially influence Platform activity, marketplace visibility, pricing, demand, reputation, or transaction outcomes.

Prohibited conduct includes:

- Creating fake buyer, seller, bidder, reviewer, or inquiry Accounts.
- Using multiple Accounts to inflate interest, views, saves, ratings, or engagement.
- Coordinating false inquiries or transactions to create the appearance of demand.
- Manipulating search placement, rankings, recommendations, or visibility.
- Shill bidding or arranging bids intended to artificially increase an auction price.
- Placing bids without a genuine intention or reasonable ability to complete the transaction.
- Coordinating with others to suppress competition, manipulate pricing, or mislead Users.

- Publishing fake reviews, testimonials, endorsements, or transaction histories.
- Repeatedly reposting removed Content to evade enforcement.
- Using alternate Accounts or third parties to avoid restrictions, suspensions, or other Platform actions.
- Falsely marking horses, services, or properties as sold, unavailable, reserved, or in high demand to pressure another User.

Ordinary price negotiations, lawful promotional activity, and genuine interest from multiple buyers do not constitute manipulation.

8.5 Payment and Financial Scams

Horse Action Network does not process or hold payments between Users unless a specific Platform feature expressly states otherwise. Users remain responsible for independently evaluating transaction terms, payment methods, financial instructions, and the identity of the parties involved.

Users may not engage in or facilitate:

- Advance-fee scams.
- Deposit theft.
- Overpayment scams.
- Counterfeit checks, cashier's checks, money orders, or payment confirmations.
- Fraudulent wire transfer or electronic payment instructions.
- Fake escrow, shipping, insurance, or transportation services.
- Refund fraud or abusive chargebacks.
- Requests to return an alleged overpayment before funds have cleared.
- Payment requests involving stolen financial information.
- Fraudulent invoices, receipts, contracts, or proof of payment.
- Attempts to redirect payments by impersonating a seller, buyer, agent, professional, or Horse Action Network representative.
- Requests for gift cards, cryptocurrency, or other difficult-to-recover payment methods when used deceptively.
- Urgent payment demands intended to prevent reasonable verification or due diligence.

Users should independently confirm payment instructions through a trusted contact method before sending funds, particularly when instructions change unexpectedly.

Horse Action Network does not guarantee payments, deposits, refunds, financing, escrow services, shipping arrangements, or the financial performance of any User.

8.6 Identity Fraud and Impersonation

Users must accurately represent their identity, authority, professional role, and business affiliation.

Users may not:

- Use another person's identity or identifying information without authorization.
- Impersonate an individual, owner, seller, buyer, farm, trainer, breeder, veterinarian, farrier, transporter, brokerage, real estate professional, business, organization, registry, or Horse Action Network representative.
- Use another person's photograph, biography, credentials, logo, contact information, or business identity deceptively.
- Falsely claim authority to represent an owner, business, property, horse, or organization.
- Misrepresent professional credentials, licenses, certifications, insurance, affiliations, or experience.
- Create Accounts using stolen or fabricated information.
- Take control of or access another User's Account without authorization.
- Assist another person in committing identity theft, impersonation, or Account fraud.

Horse Action Network may request identity or authority documentation when reasonably necessary to investigate suspected fraud or protect the marketplace. Any such request does not mean the Platform has independently verified or endorsed the User.

8.7 Marketplace Trust

Every User contributes to the integrity of Horse Action Network. Marketplace trust depends not only on avoiding prohibited conduct, but also on responding responsibly when concerns arise.

Users are encouraged to:

- Keep Listing information accurate and current.
- Correct mistakes promptly.
- Verify ownership, identity, credentials, and documentation independently.
- Preserve contracts, messages, receipts, and transaction records.
- Report suspected scams, stolen media, impersonation, fraudulent Listings, and other misconduct.
- Cooperate honestly with reasonable Platform investigations.
- Use qualified professionals when evaluating horses, services, businesses, or real estate.
- Avoid sending funds or sensitive information before completing appropriate verification.

Users may not knowingly submit false, exaggerated, or malicious reports for the purpose of harassing another User, interfering with a legitimate Listing, gaining a competitive advantage, or damaging another person's reputation.

Horse Action Network may take action based on the information reasonably available to it. The Platform is not required to resolve private contractual disputes, determine legal ownership, adjudicate professional negligence claims, or decide which party is legally correct in a transaction dispute.

9. Animal Welfare

Horse Action Network was created by horse people who believe horses deserve responsible care, honest representation, and humane treatment.

The Platform is not an animal welfare agency, veterinary provider, inspection service, rescue organization, or law enforcement authority. Horse Action Network does not routinely inspect horses, facilities, transportation arrangements, breeding programs, or living conditions. Nevertheless, Users may not use the Platform to promote, facilitate, or knowingly participate in animal abuse, neglect, cruelty, unlawful treatment, or other conduct that places horses or animals at unreasonable risk.

9.1 Humane Treatment

Users must treat horses and other animals in accordance with Applicable Law and generally accepted standards of humane care.

The Platform may not be used to promote, depict for encouragement, arrange, or facilitate:

- Animal abuse, cruelty, or intentional mistreatment.
- Unlawful neglect or abandonment.
- Deprivation of necessary food, water, shelter, or veterinary attention in violation of Applicable Law.
- Illegal animal fighting or blood sports.
- Intentional injury, poisoning, or harmful treatment.
- Transportation or confinement practices that violate Applicable Law.
- Training, handling, or management practices that unlawfully endanger an animal.
- The sale or transfer of an animal for a knowingly unlawful purpose.

Educational, documentary, veterinary, rescue, or reporting Content involving injured, neglected, or mistreated animals may be permitted when it is presented responsibly and does not promote or glorify cruelty.

9.2 Accurate Welfare and Condition Representations

Users must accurately represent the known condition of any horse advertised through the Platform.

Users may not knowingly:

- Conceal a material health condition, injury, behavioral concern, or chronic soundness issue for the purpose of misleading another User.
- Misrepresent a horse's body condition, current care, medications, veterinary history, or physical limitations.
- Claim that a horse is sound, healthy, safe, or suitable when the User knows the claim is materially false.
- Use outdated or altered media to conceal a significant change in condition.
- Misrepresent the circumstances under which a horse is being sold, leased, adopted, or transferred.

Nothing in these Community Standards requires public disclosure of confidential veterinary information beyond what is required by Applicable Law or necessary to avoid a materially misleading representation. Users remain responsible for making disclosures required by law and for answering transaction-related questions truthfully.

9.3 Veterinary Care and Medical Information

Veterinary diagnoses, treatments, records, examinations, and recommendations must not be fabricated or materially misrepresented.

Users may not:

- Create or alter veterinary records.
- Falsely claim that a veterinarian examined, treated, cleared, or approved a horse.
- Misrepresent the results of a Pre-Purchase Examination, diagnostic test, health certificate, or laboratory report.
- Present personal opinion as a veterinary diagnosis.
- Falsely claim that a horse requires no maintenance, treatment, medication, or veterinary care.
- Unlawfully provide, advertise, administer, or sell veterinary services or regulated medications.

Horse Action Network does not provide veterinary advice and does not verify the accuracy or completeness of medical information supplied by Users.

Prospective buyers are encouraged to retain an independent veterinarian, conduct appropriate examinations and testing, and review available health information before completing a transaction.

9.4 Medications and Prohibited Practices

Users may not use the Platform to promote, facilitate, or arrange unlawful conduct involving medications, controlled substances, performance-enhancing substances, veterinary procedures, or competition practices.

Prohibited conduct includes:

- The unlawful sale, distribution, possession, or administration of regulated medications.
- Promoting prohibited performance-enhancing substances or unlawful competition practices.
- Encouraging the concealment of medication use from buyers, veterinarians, competition officials, or regulatory authorities when disclosure is legally required.
- Offering veterinary procedures without the licenses or authority required by Applicable Law.
- Altering or fabricating medication, treatment, testing, or withdrawal records.
- Advertising practices that violate applicable racing, competition, transportation, or veterinary regulations.

This section does not prohibit lawful veterinary care, medically appropriate treatment, or truthful discussion of a horse's legitimate maintenance needs.

9.5 Lawful Ownership, Transfer, and Transportation

Horses advertised through Horse Action Network must be owned, possessed, transported, and transferred in accordance with Applicable Law.

Users may not use the Platform to facilitate:

- The sale, lease, adoption, breeding, or transfer of a stolen horse.
- A transaction submitted without the owner's authorization.
- Fraudulent ownership transfers.

- Transactions intended to evade liens, court orders, quarantine requirements, health documentation, or other legal restrictions.
- Transportation that violates applicable animal welfare, health, or licensing requirements.
- The falsification of Coggins tests, health certificates, transport records, import documents, or ownership papers.

Users are responsible for determining which inspections, certificates, permits, testing requirements, transportation documents, and transfer procedures apply to their transaction.

9.6 Responsible Breeding

Horse Action Network supports lawful, informed, and responsible breeding practices. Because appropriate breeding considerations differ among breeds, registries, disciplines, and individual horses, the Platform does not establish a universal breeding standard.

Users may not use the Platform to promote or facilitate:

- Breeding activities prohibited by Applicable Law.
- Breeding involving stolen or unlawfully possessed horses.
- Fraudulent pedigrees, breeding certificates, genetic test results, or registration records.
- False claims concerning fertility, breeding history, offspring, color genetics, hereditary conditions, or stallion and mare eligibility.
- The unlawful collection, transfer, sale, storage, or representation of semen, embryos, or other reproductive material.
- Breeding services offered without the authority, qualifications, or licensing required by Applicable Law.

Users should make breeding decisions based on appropriate veterinary, genetic, registry, and professional guidance.

9.7 Reporting Animal Welfare Concerns

Users who reasonably believe a horse or other animal may be experiencing abuse, cruelty, unlawful neglect, or immediate danger should contact the appropriate local law enforcement agency, animal control authority, humane agency, veterinarian, or regulatory body.

Reports may also be submitted to Horse Action Network when the concern relates to a Listing, Account, message, or other Platform activity. Reports should include available supporting information, such as:

- The relevant Listing or Account.
- Photographs or videos.

- Messages or transaction records.
- The location of the horse, if known.
- A clear description of the concern.
- Information regarding any report already made to appropriate authorities.

Horse Action Network may preserve information, remove Content, restrict Accounts, or cooperate with appropriate authorities. Reporting a concern to the Platform is not a substitute for contacting emergency services or the proper animal welfare authority when an animal may be in immediate danger.

9.8 Limitation of Horse Action Network's Responsibility

Horse Action Network does not inspect horses, verify veterinary care, supervise ownership, evaluate facilities, monitor breeding programs, arrange transportation, or certify the health, condition, treatment, temperament, suitability, or welfare of any animal advertised through the Platform.

Users remain solely responsible for:

- The care and treatment of animals in their possession.
- Compliance with animal welfare and veterinary laws.
- The accuracy of health and condition representations.
- Evaluating whether a horse is appropriate for a particular rider, home, discipline, or intended use.
- Conducting veterinary examinations and other due diligence.
- Arranging safe and lawful transportation.
- Completing lawful ownership and registration transfers.

Horse Action Network may remove a Listing or restrict an Account when it reasonably believes Platform activity may involve abuse, cruelty, neglect, fraud, unlawful conduct, or a substantial risk to an animal. Such action does not constitute a veterinary, legal, ownership, or animal welfare determination.

10. Intellectual Property

Horse Action Network respects intellectual property rights and expects Users to do the same.

Users may publish only Content they own or are legally authorized to use. Uploading Content to the Platform does not transfer ownership of that Content to Horse Action Network, except for the limited rights granted under the Terms of Use.

10.1 Horse Action Network Intellectual Property

The Platform and its original content, design, branding, features, functionality, software, databases, graphics, logos, trademarks, service marks, and other materials are owned by or licensed to Horse Action Network and are protected by applicable intellectual property laws.

Except as expressly authorized in writing, Users may not:

- Copy, reproduce, modify, distribute, sell, license, or commercially exploit Platform materials.
- Use Horse Action Network's name, logo, branding, or other protected materials in a manner that suggests sponsorship, endorsement, partnership, or affiliation.
- Create derivative works from protected Platform materials.
- Remove or alter copyright, trademark, or proprietary notices.
- Use Platform Content to create an unauthorized database, directory, marketplace, or competing service.

Permitted use of the Platform does not grant a User ownership of any Horse Action Network intellectual property.

10.2 User Content

Users retain any ownership rights they have in their User Content.

By submitting User Content, Users represent and warrant that:

- They own the Content or have all permissions necessary to use and publish it.
- Publication of the Content does not infringe another person's copyright, trademark, privacy, publicity, contractual, or other rights.
- The Content complies with these Community Standards, the Terms of Use, and Applicable Law.
- They are authorized to grant the licenses described in the Terms of Use.

Users remain responsible for obtaining permission from photographers, videographers, agents, businesses, property owners, registries, publications, and other rights holders before uploading protected materials.

10.3 Copyright and Trademark Infringement

Users may not upload, publish, copy, distribute, display, sell, or otherwise use Content that infringes another person's intellectual property rights.

Prohibited Content includes:

- Photographs or videos used without permission.
- Copied Listing descriptions, articles, advertisements, or website content.
- Unauthorized logos, graphics, artwork, maps, documents, or promotional materials.
- Counterfeit or misleading uses of names, trademarks, service marks, or branding.
- Content falsely presented as having been created, approved, sponsored, or endorsed by another person or business.

Horse Action Network may remove or restrict access to Content that it reasonably believes infringes or may infringe another party's rights.

10.4 Repeat Infringers

Horse Action Network may restrict, suspend, or terminate Accounts belonging to Users who repeatedly or seriously infringe intellectual property rights.

Horse Action Network may consider the number, nature, credibility, and circumstances of infringement complaints, including whether a User acted knowingly, repeatedly, or in bad faith.

11. Copyright Complaints and DMCA Policy

Horse Action Network responds to valid copyright complaints in accordance with the Digital Millennium Copyright Act and other Applicable Law.

Copyright complaints should be submitted only by the copyright owner or a person authorized to act on the owner's behalf.

11.1 Designated Copyright Agent

Copyright notices must be submitted to Horse Action Network's designated agent:

DMCA Agent: [NAME OR TITLE]

Horse Action Network

Mailing Address: [ADDRESS]

Email: [DMCA EMAIL ADDRESS]

Telephone: [PHONE NUMBER]

Horse Action Network should keep this information current both on the Platform and in the U.S. Copyright Office's designated-agent directory.

11.2 Copyright Infringement Notice

A written notice of claimed copyright infringement should include:

1. A physical or electronic signature of the copyright owner or a person authorized to act on the owner's behalf.
2. Identification of the copyrighted work claimed to have been infringed or, when multiple works are involved, a representative list of those works.
3. Identification of the allegedly infringing material and information reasonably sufficient to allow Horse Action Network to locate it, including the applicable Listing or page address.
4. The complaining party's name, mailing address, telephone number, and email address.
5. A statement that the complaining party has a good-faith belief that the disputed use is not authorized by the copyright owner, its agent, or the law.
6. A statement that the information in the notice is accurate and, under penalty of perjury, that the complaining party is authorized to act on behalf of the copyright owner.

Incomplete notices may delay Horse Action Network's ability to investigate or respond.

11.3 Removal or Restriction of Content

Upon receiving a valid complaint, Horse Action Network may remove or disable access to the disputed Content and may notify the User who submitted it.

Removal of Content does not constitute a final determination that infringement occurred. Horse Action Network may also request additional information or decline to act upon notices that are incomplete, fraudulent, abusive, or unsupported.

11.4 Counter-Notification

A User who believes Content was removed because of mistake or misidentification may submit a written counter-notification containing:

1. The User's physical or electronic signature.
2. Identification of the removed or disabled Content and the location where it appeared before removal.
3. A statement under penalty of perjury that the User has a good-faith belief that the Content was removed or disabled because of mistake or misidentification.
4. The User's name, mailing address, and telephone number.
5. A statement consenting to the jurisdiction of the appropriate United States federal district court as required by 17 U.S.C. § 512.
6. A statement that the User will accept service of process from the person who submitted the original complaint or that person's authorized agent.

Horse Action Network may provide the counter-notification to the original complaining party. Subject to applicable law, removed Content may be restored unless the designated agent receives

timely notice that the complaining party has filed an action seeking a court order concerning the disputed Content. Federal law generally provides for restoration between 10 and 14 business days after a compliant counter-notification unless the required court-action notice is received.

11.5 Misrepresentations and Abuse

Users may not knowingly submit false, fraudulent, misleading, or abusive copyright notices or counter-notifications.

A person who knowingly misrepresents that Content is infringing or was removed by mistake may face liability under Applicable Law.

12. Artificial Intelligence and Altered Content

Horse Action Network recognizes that artificial intelligence and digital editing tools may assist Users with writing, formatting, image quality, and marketing. These tools may not be used to deceive others or materially misrepresent a horse, service, business, property, document, or transaction.

12.1 Permitted Uses

Subject to these Community Standards, Users may use AI or editing tools for purposes such as:

- Correcting grammar, spelling, or formatting.
- Organizing or improving Listing descriptions.
- Cropping or resizing media.
- Making reasonable adjustments to lighting, exposure, sharpness, or color.
- Removing minor background distractions that do not affect the subject being advertised.
- Creating clearly decorative or promotional graphics that do not misrepresent the Listing.
- Translating Content, provided the translation remains accurate.

Users remain responsible for reviewing AI-assisted Content before publication.

12.2 Disclosure

Users must clearly disclose AI-generated or materially AI-altered Content when its artificial or altered nature may not be reasonably apparent or when disclosure is necessary to prevent a misleading impression.

A disclosure does not make otherwise deceptive Content permissible.

12.3 Prohibited Uses

Users may not use AI or digital editing to:

- Create a fictional horse, property, facility, professional, document, testimonial, or transaction and present it as genuine.
- Alter a horse's conformation, movement, markings, body condition, injuries, scars, behavior, or abilities.
- Add or remove property structures, fencing, acreage, facilities, boundaries, defects, or surrounding conditions.
- Fabricate veterinary records, registration papers, pedigrees, licenses, inspections, contracts, reviews, or payment records.
- Create false photographs, videos, audio, identities, endorsements, or communications.
- Impersonate another person or falsely suggest approval, affiliation, or professional involvement.
- Conceal information that would reasonably influence a purchasing or transaction decision.
- Generate deceptive reviews, inquiries, bids, testimonials, or marketplace activity.

12.4 Responsibility for AI Content

Users are responsible for all Content submitted through their Accounts, regardless of whether that Content was created by the User, another person, an automated tool, or an artificial intelligence system.

Horse Action Network may label, restrict, remove, or request clarification regarding Content that appears artificially generated, materially altered, deceptive, or inconsistent with these Community Standards.

13. Enforcement

Horse Action Network may investigate and respond to suspected violations of these Community Standards, the Terms of Use, or Applicable Law.

Depending on the nature, severity, frequency, and circumstances of the conduct, enforcement actions may include:

- Issuing a warning or educational notice.
- Requesting information, documentation, clarification, or correction.
- Editing, limiting, rejecting, hiding, or removing Content.
- Restricting messaging, Listing, review, or Account features.

- Reducing or removing Platform visibility.
- Placing an Account under review.
- Temporarily suspending an Account.
- Permanently terminating an Account.
- Preventing the creation of replacement Accounts.
- Preserving relevant records.
- Referring a matter to payment providers, law enforcement, regulators, animal welfare authorities, intellectual property owners, or other appropriate parties.

Horse Action Network may act with or without prior notice when it reasonably believes immediate action is necessary to protect Users, animals, the Platform, the public, or the integrity of an investigation.

Horse Action Network may take action based on the information reasonably available to it and is not required to establish that a legal violation occurred before enforcing these Community Standards.

13.1 Enforcement Considerations

Horse Action Network may consider:

- The seriousness and potential impact of the violation.
- Whether the conduct was intentional, reckless, negligent, or accidental.
- Whether the User corrected the issue promptly.
- The User's prior conduct and enforcement history.
- The credibility and available evidence.
- Whether the conduct involved fraud, abuse, safety risks, animal welfare, unlawful activity, or repeated violations.
- Whether lesser action would adequately protect the Platform and its Users.

Horse Action Network is not required to apply identical enforcement measures in every matter. Different circumstances may warrant different responses.

13.2 Investigations

Users must not interfere with a Platform investigation, destroy or falsify relevant evidence, intimidate a reporting party, or knowingly provide false information.

Horse Action Network may be unable to disclose certain evidence, reports, internal processes, or enforcement details when doing so could compromise privacy, safety, security, legal obligations, or an investigation.

14. Appeals

A User may request review of an eligible enforcement decision by submitting a timely appeal through the method identified in the enforcement notice or by contacting Horse Action Network.

An appeal should include:

- The User's name and Account information.
- The Listing, Content, or decision involved.
- A clear explanation of why the User believes the decision should be reconsidered.
- Relevant documents, records, or other supporting information.
- Any corrective action already taken.

Appeals must be submitted honestly and in good faith. Repetitive, abusive, threatening, fraudulent, or substantially identical appeals may be declined without further review.

Horse Action Network may uphold, modify, or reverse an enforcement decision. Unless otherwise required by law, the decision following an appeal is final.

Submitting an appeal does not automatically restore Content, reactivate an Account, pause an enforcement measure, or extend a Listing or subscription.

15. Reporting Violations

Users may report suspected violations involving Listings, Accounts, messages, reviews, intellectual property, fraud, safety, animal welfare, or other Platform activity.

Reports should include enough information for Horse Action Network to reasonably locate and evaluate the concern, such as:

- The applicable Listing, profile, message, review, or Account.
- A description of the suspected violation.
- Relevant photographs, videos, documents, screenshots, or communications.
- Dates, transaction details, or other supporting facts.
- Information regarding any report made to law enforcement, animal welfare authorities, payment providers, or other agencies.

Submitting a report does not guarantee removal, suspension, reimbursement, investigation, or any particular outcome.

Horse Action Network may request additional information but is not obligated to disclose the identity of a reporting party or the details of its review.

15.1 Good-Faith Reporting

Reports must be made honestly and for the purpose of identifying a genuine concern.

Users may not knowingly submit false, misleading, exaggerated, fabricated, or malicious reports to:

- Harass or intimidate another person.
- Interfere with a lawful Listing or transaction.
- Retaliate against a User.
- Gain a business or competitive advantage.
- Damage another person's reputation.
- Misuse Platform enforcement systems.

A report made in good faith does not violate these Community Standards merely because the concern cannot be confirmed or Horse Action Network reaches a different conclusion.

15.2 No Retaliation

Users may not retaliate against a person for:

- Submitting a good-faith report.
- Participating in an investigation.
- Providing truthful information or documentation.
- Reporting suspected unlawful conduct to appropriate authorities.
- Exercising a legal right or cooperating with legal process.

Retaliation may include threats, harassment, intimidation, doxxing, adverse reviews, interference with Listings or business activity, false reports, or attempts to expose private information.

16. Disclaimer of Verification and Platform Role

Horse Action Network provides an online marketplace through which Users may publish Listings, communicate, and connect regarding horses, services, businesses, and real estate.

Unless expressly stated otherwise, Horse Action Network does not independently verify, inspect, approve, certify, endorse, or guarantee:

- A User's identity, background, authority, credentials, licensing, insurance, or reputation.
- Ownership, title, registration, pedigree, or authority to advertise or transfer a horse.
- A horse's health, soundness, temperament, training, breeding, condition, suitability, or performance history.
- Veterinary records, examinations, testing, documents, photographs, videos, or representations.

- The quality, legality, availability, or performance of any service or business.
- Property ownership, acreage, boundaries, zoning, condition, improvements, disclosures, or legal use.
- The accuracy or completeness of any Listing, message, review, profile, or other User Content.
- The identity, intentions, financial ability, or conduct of any buyer, seller, bidder, service provider, professional, or other User.
- The completion, legality, safety, quality, or outcome of any transaction.

Platform features, identity checks, document requests, labels, reports, reviews, or enforcement actions do not constitute an endorsement, warranty, inspection, certification, or guarantee.

Users are responsible for conducting their own due diligence and deciding whether to communicate with, rely upon, hire, purchase from, sell to, lease from, contract with, or otherwise transact with another party.

Nothing in this section limits any responsibility Horse Action Network cannot lawfully disclaim.

17. Policy Updates

Horse Action Network may revise these Community Standards periodically to reflect changes in the Platform, marketplace practices, technology, safety concerns, legal requirements, or business operations.

When changes are made, Horse Action Network may provide notice through the Platform, by email, through an Account notification, or by updating the effective date of this Policy.

Unless otherwise stated or required by law, updated Community Standards become effective when posted. Continued use of the Platform after the effective date constitutes acceptance of the revised Community Standards.

Users are responsible for reviewing this Policy periodically. If a User does not agree with an updated Policy, the User should discontinue use of the Platform.

Effective Date: August 1st, 2026

Last Updated: August 1st, 2026

18. Our Commitment

Horse Action Network was built to give the equestrian community a more organized, transparent, and professional place to connect.

We believe strong marketplaces are built through honest Listings, responsible horsemanship, respectful communication, fair business practices, and Users who care about the community they help create.

These Community Standards are intended to protect that shared space while allowing genuine buyers, sellers, farms, professionals, and property owners to tell their stories and conduct business with confidence.

Horse Action Network will continue working to improve the Platform, respond thoughtfully to concerns, and raise the standard for how horses, services, and equestrian properties are represented online.

Built by horse people, for horse people.