

Tailor AI Acceptable Use Policy (AUP)

Last Updated: March 13, 2026

This Acceptable Use Policy ("**AUP**") applies to your use of Tailor AI's services, software, embedded code, website, and related functionality (collectively, the "**Services**").

This AUP is incorporated into and forms part of the Tailor AI Terms of Service (or other agreement governing your use of the Services). Violations of this AUP may result in suspension or termination of access to the Services.

1. Purpose

The Tailor AI Services are designed to help businesses create, personalize, test, and analyze digital experiences, including through the use of generative AI to dynamically generate and serve website and landing-page content based on visitor intent signals such as ad source, keywords and other customer preferences. You may use the Services only for lawful, authorized, and responsible business purposes.

2. Prohibited Uses

You may not, and you may not permit any third party to, use the Services to engage in, facilitate, or promote any of the following:

2.1 Illegal Activity

- Violating any applicable law, regulation, court order, or third-party rights
- Fraud, deception, identity theft, or impersonation
- Unlawful surveillance or unlawful collection/use of personal data

2.2 Harmful or Deceptive Marketing Practices

- Phishing or spoofing
- Misleading or deceptive claims, including false endorsements or fabricated testimonials
- Malvertising, scam funnels, or fraudulent lead generation
- Unauthorized tracking, fingerprinting, or data collection in violation of applicable privacy laws
- Cloaking, or otherwise presenting materially different content to ad platform verification tools, search engine crawlers, or compliance reviewers than is presented to actual end visitors
- Creating or serving landing-page content that materially misrepresents or contradicts the offer, claim or product featured in the associated advertisement or pre-click creative
- Violating the advertising policies or terms of service of any third-party ad platform (such as Google Ads, Meta Ads, or similar platforms) through which visitors are directed to content generated or served by the Services

2.3 Security Abuse

- Introducing malware, ransomware, spyware, trojans, or malicious code
- Attempting to gain unauthorized access to systems, accounts, or networks
- Probing, scanning, or testing vulnerabilities without authorization
- Interfering with, degrading, or disrupting the Services or third-party systems
- Attempting to interfere with monitoring systems, safeguards or technical protections implemented by Tailor AI

2.4 Platform Abuse

- Circumventing account, feature, seat, usage, or rate limits
- Creating fake accounts, shell accounts, or multiple accounts to evade limits or enforcement
- Reselling or offering bureau/service-provider access to the Services without authorization
- Using the Services to build or train a competing product in violation of your agreement
- Reverse engineering, attempting to extract source code, models, prompts or underlying components of the Services, except to the extent permitted by applicable law
- Using automated scripts, bots, scraping tools or similar mechanisms that overload, disrupt or improperly access the Services

2.5 Infringing or Unauthorized Content

- Uploading or generating content that infringes intellectual property rights
- Using content without required licenses, permissions, or consent
- Violating rights of publicity, privacy, or contractual restrictions

2.6 Harmful AI Use

- Using AI-generated outputs from the Services in ways that are unlawful, deceptive, or materially misleading
- Representing generated outputs as verified facts without review where such representation is likely to cause harm
- Using the Services to generate spam or high-volume low-quality content for abuse purposes
- Using the Services to impersonate individuals or organizations without authorization
- Using the Services to create or distribute content intended to harass, defraud or harm individuals or organizations
- Using AI-generated personalization to target, exclude or treat visitors differently on the basis of legally-protected characteristics in violation of applicable law
- Generating or dynamically serving advertising or marketing content that violates applicable advertising standards, codes or regulatory guidance

3. Privacy and Data Use Expectations

You are responsible for ensuring that your use of the Services, including implementation of Embedded Code and use of identifiers, cookies, pixels, and integrations, and including any collection or processing of visitor intent signals, behavioral data, or audience segment information that occurs through your deployment and use of the Services for the purpose of personalizing content, complies with applicable privacy, consent, marketing and consumer protection laws.

This includes (where applicable):

- providing required notices,
- obtaining required consents,
- honoring opt-outs / preference signals,
- having a lawful basis for processing,
- complying with applicable requirements governing behavioral advertising, interest-based targeting or automated profiling, and
- providing any disclosures required by applicable law regarding the use of AI-generated or dynamically personalized content on your properties.

Tailor AI may restrict or disable features where we reasonably believe your implementation creates legal, privacy, or security risk.

4. Restricted / Sensitive Use Cases

The Services are not designed for, and must not be used in, high-risk activities where error or failures could result in harm to individuals or property.

Unless Tailor AI expressly agrees in writing, you may not use the Services for:

- medical diagnosis or treatment decisions,
- legal advice or legal decision automation,
- credit underwriting or eligibility decisions,
- employment screening or hiring decisions,
- insurance eligibility or claims decisions,
- law enforcement or surveillance use,
- emergency response or other safety-critical uses, or
- content directed primarily at children under 18 (or such other age as defined by applicable law in your jurisdiction) without implementation of all legally-required protections.

5. Customer Responsibility for Users and Integrations

You are responsible for:

- your Authorized Users' compliance with this AUP,
- content (including Customer Content, as defined in our Terms of Service) and configurations submitted through your account,
- third-party integrations you enable,
- ensuring your use of the Services aligns with your own contracts and policies,
- ensuring that dynamically generated or AI-personalized content is consistent with representations made in associated advertisements or other pre-click materials, and
- compliance with the terms and policies of any ad platforms, demand-side platforms, or traffic sources through which visitors are directed to content generated or served using the Services.

6. Monitoring and Enforcement

Tailor AI may investigate suspected violations of this AUP in its reasonable discretion and may take action including:

- warning you,
- restricting features,
- suspending access,
- removing or disabling content/configurations,
- terminating access,
- reporting conduct to relevant authorities where required or appropriate.

Tailor AI may act immediately where needed to protect the Services, customers, third parties, or Tailor AI.

7. Reporting Suspected Abuse

To report suspected abuse, misuse, or security issues related to Tailor AI Services, contact: security@tailorhq.ai.

8. Changes to this AUP

Tailor AI may update this AUP from time to time by posting an updated version on its website. Continued use of the Services after the updated AUP becomes effective constitutes your acceptance of the updated AUP.