



# ACCEPTABLE USE POLICY (AUP)

## All Users, API Clients & Agencies

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A software product of Violet Organization, a 501(c)(3) non-profit organization

EIN: 81-3855319

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## ACCEPTABLE USE POLICY (AUP)

### All Users, API Clients & Agencies

Effective Date: June 10, 2026

This AUP governs the use of all services, platforms, APIs, tools, and data provided by Scantra.ai DBA Scantra. Violations may result in immediate suspension or termination without refund.

### Section I. PERMITTED USES

- Lawful SEO analysis, keyword research, rank tracking, and site auditing for websites you own or manage
- Compliance monitoring for your own business or clients under a valid agency relationship
- Generating reports and insights for legitimate business decision-making
- Third-party platform integrations for which you have proper authorization

### Section II. PROHIBITED USES

#### II.I Illegal & Harmful Activity

- Engaging in or facilitating any illegal activity
- Infringing intellectual property rights of any third party
- Facilitating identity theft, fraud, phishing, or social engineering

## II.II Black-Hat SEO & Search Engine Manipulation

### NOTICE: Strictly prohibited:

- Link spam, link farms, private blog networks (PBNs), or artificial link schemes
- Keyword stuffing, hidden text, cloaking, or deceptive redirects
- Scraping content from third-party websites without authorization
- Auto-generated or AI-spun content designed to manipulate rankings
- Negative SEO attacks against competitor websites
- Violating Google, Bing, or any search engine's Webmaster Guidelines

## II.III Platform Abuse

- Attempting unauthorized access to any part of the Scantra platform
- Transmitting viruses, malware, or malicious code
- Using bots to scrape data beyond normal API rate limits
- Reverse engineering or attempting to extract source code
- Sharing account credentials or using multiple users under a single license
- Reselling, sublicensing, or white-labeling Scantra data without written permission

## II.IV Data & Privacy Violations

- Collecting or processing personal data without appropriate legal basis or consent
- Violating GDPR, CCPA, LGPD, PIPEDA, Australian Privacy Act, or any applicable privacy law

## Section III. CONSEQUENCES OF VIOLATION

Severity	Examples	Consequence
Minor	Rate limit exceeded, minor policy breach	Warning + remediation
Moderate	Repeated violations, data misuse	Suspension (7–30 days)
Serious	Black-hat SEO, GDPR breach, scraping	Immediate termination, no refund
Severe	Illegal activity, cyberattacks, fraud	Termination + law enforcement referral

## Section IV. REPORTING VIOLATIONS

Report violations to [Support@scantra.ai](mailto:Support@scantra.ai).

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