

## 《微博社区公约》

为构建和谐、法治、健康的网络环境，维护微博社区秩序，保障微博用户合法权益，微博（以下统称“站方”）依据并贯彻相关法律法规及主管部门的管理政策，与用户共同制定本公约（以下简称“本公约”）。

### 第一章 总 则

#### 第一条

微博是由微博公司创建、运行的社交媒体网络平台。

#### 第二条

微博用户是指包括微博的注册用户及非注册用户，其中，注册用户应严格遵守本公约规定，同时，站方有权参照本公约规定对未注册用户在微博平台的有关活动进行管理。

#### 第三条

微博社区公约在所有微博社区规则中效力最高，其他社区规则如有与本公约规定相冲突矛盾的，皆以本公约为准。

#### 第四条

站方须为不同账号主体、不同事项制定与之相适应的社区规则。法律法规中规定了明确管理权限的事项和主体，站方须制定对应的社区规则予以贯彻落实。

### 第二章 用户权利

#### 第五条

用户享有微博账号及昵称的使用权。该使用权不得以任何方式私自转让。账号的行为将被视为注册用户的行为，不得盗用他人账号。

#### 第六条

微博按照“后台实名、前台自愿”的原则，要求微博用户进行基于手机号码等方式的真实身份信息认证后注册和使用账号。站方鼓励前台实名认证，并为认证用户优先提供服务。

#### 第七条

用户在本平台的行为不得侵害他人合法权益，不得与现行法律法规和本公约相冲突。

#### 第八条

用户在微博的正当权益受到侵害时，可通过微博提供的举报投诉或司法途径维护权益。

#### 第九条

微博积极维护网络数据和用户信息安全，严格按照法律及相关法规采取技术保护措施并进行安全评估。建立健全用户信息保护制度，涉及用户信息的，遵循合法、正当、必要的原则，明示收集、使用信息的目的、方式和范围并经用户同意授权。

微博可以就他人未经许可擅自使用其经过用户同意收集并使用的用户数据信息主张权利。

### 第三章 社区管理方式

#### 第十条

站方根据是否具有对应法律法规和主管部门的标准，对有关管理事项分别规定管理方式。

#### 第十一条

已具有相应法律法规和主管部门的管理事项主要包括：  
（一）由网信部门根据相应法律法规和政策管辖的部分，站方制定了时政信息服务管理规则具体落实。  
（二）由公安部门根据相应法律法规和政策管辖的部分，站方制定了违法信息管理规则具体落实。  
（三）由工商行政管理部门根据相应法律法规和政策管辖的

部分，站方制定了相应的广告信息管理规则具体落实。

（四）微博平台中因侵犯他人姓名权、名称权、名誉权、荣誉权、肖像权、隐私权等人身权益引起的纠纷，站方将按照《中华人民共和国侵权责任法》、《最高人民法院关于审理利用信息网络侵害人身权益民事纠纷案件适用法律若干问题的规定》及相关法律和司法解释进行处置。

#### 第十二条

站方将根据法律法规的不断完善，跟随制定对应的社区规则予以贯彻落实。

#### 第十三条

基于微博平台的运营需要，站方还制定了以下事项规则，所有用户须统一遵守：

- （一）不实信息和微博辟谣
- （二）用户纠纷的线上举报规则
- （三）内容安全和秩序
- （四）商业行为规则

#### 第十四条

站方通过主动发现及接受用户举报、投诉发现违规行为，完成真实身份验证的用户可使用微博的线上举报功能。

违规处理包括：内容处理和账号处理。

内容处理包括：删除、屏蔽、禁止被转发、禁止被评论、限制展示、标注等。

账号处理包括：禁止发布微博和评论、禁止被关注、禁止修改账号信息等，限制访问直至关闭、注销账号。

### 第四章 时政信息服务管理规则

#### 第十五条

为了促进微博平台中时政类信息有序发布讨论，确保社区秩序，保护公民、法人和其他组织的合法权益，站方根据《全国人民代表大会常务委员会关于加强网络信息保护的決定》、《互联网信息服务管理办法》和《互联网新闻信息服务管理规定》及其他相关法律法规，制定时政信息服务管理规则。

#### 第十六条

时政类信息是指包括有关政治、经济、军事、外交等社会公共事务的报道、评论，以及有关社会突发事件的报道、评论。社会类信息是指在时政类信息以外，主要包括日常生活的社会事件、社会问题、社会风貌的报道、评论，尤以社会道德伦理为基础反映社会风尚的新闻为主。

#### 第十七条

微博在国家互联网信息办公室和北京市互联网信息办公室的管理下并根据相关法律法规实施对时政类信息的管理。

针对时政信息的日常管理，微博将根据主管部门的要求对包含时政有害信息的内容和账号进行依法处置并公示。

#### 第十八条

用户不得发布时政有害信息，时政有害信息主要包括：

（一）根据现行法律法规，危害国家及社会安全的信息，主要表现为：

1. 反对宪法确定的基本原则；
2. 危害国家统一、主权和领土完整；
3. 泄露国家秘密、危害国家安全或者损害国家荣誉和利益；
4. 煽动民族仇恨、民族歧视，破坏民族团结，或者侵害民族风俗、习惯；
5. 破坏国家宗教政策，宣扬邪教、迷信；
6. 散布谣言，扰乱社会秩序，破坏社会稳定；
7. 宣扬赌博、暴力、凶杀、恐怖或者教唆犯罪；

8. 煽动非法集会、结社、游行、示威、聚众扰乱社会秩序；
  9. 含有法律、行政法规和国家规定禁止的其他内容。
    - (二) 突破社会道德底线、制度底线的负面信息。
    - (三) 时政有害信息还包括：
      1. 血腥且引起生理不适的内容；
      2. 自我伤害的内容；
- 时政有害信息的界定呈现、处置原则、处置方式、处置结果规定于《微博举报投诉操作细则》。

#### 第十九条

媒体账号是指具有法定新闻资质的新闻单位在微博平台上开设的机构认证账号。媒体账号接受新闻主管部门和网信部门的统一管理。

#### 第二十条

政务账号是指各级党政机关、民主党派、人民团体开设的机构认证账号。政务账号在发布和讨论时政信息时应统一归属网信部门管理。并根据自身的职责、章程和上级单位的管理要求进行管理。

#### 第二十一条

微博作为最具舆论影响力的社交媒体平台，致力于在时政社会热点事件中快速、全面、真实、准确地为全体用户投递信息，同时也将微博平台作为传播正能量的重要渠道。媒体账号、政务账号在这一过程中，起到了不可替代的重要作用，是参与时政信息发布讨论的重要主体：

- (一) 媒体账号应确保新闻内容的真实性，利用社交媒体的优势和特点加强对新闻内容真实性的审核。
- (二) 时政类信息话题的主持人主要为媒体账号或其他符合条件的账号。主持人账号应对微博中的社交资产承担管理义务，主要包括对话题页中内容的审查清理和对媒体账号微博评论的审查清理。
- (三) 社会类信息话题的主持人既可以是政务账号和媒体账号，也可以是其他符合条件的账号。主持人账号应对微博中的社交资产承担管理义务，主要包括对话题页中内容的审查清理和对微博评论的审查清理。
- (四) 发布新闻内容直播的发布者，应当是具有互联网新闻信息服务资质的媒体账号。

### 第五章 违法信息管理规则

#### 第二十二条

为了维护社会治安和社区秩序，保障公共安全，保护公民、法人和其他组织的合法权益，根据《中华人民共和国治安管理处罚法》、《中华人民共和国侵权责任法》、《全国人民代表大会常务委员会关于加强网络信息保护的决定》、《互联网信息服务管理办法》和《互联网新闻信息服务管理规定》及其他相关法律法规，制定违法信息管理规则。

#### 第二十三条

微博在属地公安机关的管理下并根据相关法律法规实施对违法信息的管理。  
针对违法信息的日常管理，微博将根据主管部门的要求对包含违法信息的内容和账号进行依法处置并公示。

#### 第二十四条

用户不得发布违法信息。  
违法信息主要包括：

- (一) 含有扰乱公共秩序，妨害公共安全，侵犯人身权利、财产权利，妨害社会管理内容的信息。

- (二) 淫秽色情信息。
  - (三) 兜售、贩卖各类法律法规所规定的禁止流通物和限制流通物的信息。
- 违法信息的界定呈现、处置原则、处置方式、处置结果规定于《微博举报投诉操作细则》。

### 第六章 商业行为规则

#### 第二十五条

为了规范微博平台中的广告活动，保护微博用户的合法权益和用户体验，维护微博平台商业生态良性发展，站方根据《中华人民共和国广告法》和《互联网广告管理暂行办法》制定与商业运营有关的部分条款。

#### 第二十六条

微博作为广告发布者和广告经营者为广告主提供互联网广告发布服务。微博对自身所承接的广告负有法律法规所规定的审查、建档等义务。

#### 第二十七条

广告主、广告经营者在微博发布广告时，可根据自身需求选择不同的商业产品用于投放广告。并按照有关法律法规的规定，与微博订立书面合同并承担相应的法律义务。

#### 第二十八条

未通过微博提供的商业产品渠道，也未能按照要求进行营销信息发布登记备案，单方面发布具有广告性质的营销信息且不具有互联网广告所必须具备的可识别性的，站方将根据用户举报或其他手段对此类信息采取屏蔽、限制展示等措施。

#### 第二十九条

未通过微博提供的商业产品渠道，也未能按照要求进行营销信息发布登记备案，单方面发布具有广告性质的营销信息，虽然在语义中表明了广告性质，但出现在各类榜单、搜索区域、话题页、热门评论区、热门转发区、用户信息流中影响微博用户体验的，站方也将根据用户举报或其他手段对此类信息采取屏蔽、限制展示等措施。

#### 第三十条

通过微博商业产品投放的广告，均设置负反馈功能，用户可以通过该机制屏蔽具体的广告内容并且用来收集对具体广告和广告机制的意见和建议。

#### 第三十一条

粉丝是社交媒体账号的核心资产，是衡量微博账号价值的重要依据。微博鼓励输出优质内容、保持良性互动的粉丝运营手段，对通过违法违规手段干扰粉丝关系的，站方有权采取移除异常数据、处置有关账号的措施予以处理。

#### 第三十二条

在微博中开展有奖活动进行推广营销的，应按照站方的有关要求登记备案，恪守抽奖条件，保护用户隐私。

### 第七章 人身权益纠纷和用户纠纷

#### 第三十三条

站方根据《最高人民法院关于审理利用信息网络侵害人身权益民事纠纷案件适用法律若干问题的规定》建立了有关姓名权、名称权、名誉权、荣誉权、肖像权、隐私权等人身权益纠纷的投诉渠道。

#### 第三十四条

站方也建立了以提供便捷服务为目标的用户纠纷线上举报功能。用户纠纷包括：人身攻击、冒充他人、虚假认证、泄露隐私四种类型。

### 第三十五条

用户纠纷的线上举报功能都是为网友提供的便捷服务，由于线上服务本身的局限性，只能处理部分事实清楚的举报。对于情况复杂或涉及线下姓名权、名称权、名誉权、荣誉权、肖像权等属于人身权益的纠纷，则应当在有关法律和司法解释的基础上，由用户按照人身权益纠纷投诉流程具体规定进行投诉。

### 第三十六条

人身攻击、冒充他人、虚假认证、泄露隐私的界定和表现形式、举报投诉方式、处置流程、处置结果以及人身权益纠纷投诉流程均规定于《微博举报投诉操作细则》。

### 第三十七条

为了有效维护社区秩序，站方将通过各种技术手段阻断一些明显的含有侮辱诽谤内容的传播和展示。

## 第八章不实信息和微博辟谣平台

### 第三十八条

站方通过不实信息举报产品、全国辟谣平台及#微博辟谣#平台三种手段对不实信息进行治理。

不实信息举报与人身权益纠纷举报、投诉无关。

### 第三十九条

不实信息是指造成一定社会影响和关注的虚假信息。对于包括明星在内的知名人物提出异议和批评是用户言论自由的范畴，但是任何没有基本事实根据的捕风捉影、莫须有的构陷，以及完全以哗众取宠博取曝光为目的所发布的言论，都会被认定为不实信息和网络谣言。用户不得发布不实信息。

### 第四十条

微博辟谣平台工作机制是指以话题产品为依托的#微博辟谣#平台，站方通过辟谣内容投稿和不实信息举报等渠道，发现、筛选、传播重大辟谣信息，以达到传播、聚合辟谣信息的目的。

#微博辟谣#平台会根据投稿内容的重要程度和真实性进行扩大传播。投稿账号需对投稿内容的真实性负责。

### 第四十一条

用户认为媒体账号发布假消息假新闻的，可向新闻主管部门和网信部门进行举报。

## 第九章内容安全和秩序

### 第四十二条

用户不得从事作弊行为和发布垃圾信息。自动化行为是指以自动化手段或明显异于常人的、远高于正常用户频率地发布微博、评论、私信、头条文章或作出注册账号、关注、点赞、抓取数据等动作。垃圾信息是指通过作弊手段批量注册的微博账号或者正常账号在微博、评论、私信、账号信息、头条文章、群聊内容中发布的营销信息、无意义信息或卖粉信息。

### 第四十三条

通过自动化行为或发布垃圾信息影响微博运营、经营，破坏用户体验的，站方将通过技术手段识别进行身份甄别或直接进行必要处置。

自动化行为和垃圾信息的界定和表现形式、举报投诉方式、处置流程、处置结果规定于《微博举报投诉操作细则》。

### 第四十四条

用户应尊重他人的知识产权。微博中知识产权纠纷解决途径分为两种：  
（一）为解决微博用户之间关于首发于微博的原创内容著作权纠纷的内容抄袭线上举报。  
（二）基于《著作权法》、《商标法》、《专利法》等法律法规的通知删除投诉流程。

### 第四十五条

内容抄袭的界定和表现形式、举报方式、处置流程、处置结果规定于《微博举报投诉操作细则》。  
权利人认为微博中存在侵犯其知识产权的内容，可以向微博发出正式的通知函件，微博将在接到函件后处置侵权内容。通知函件应符合有关法律法规关于有效通知的要求。

## 第十章附则

### 第四十六条

本公约中时政有害信息、违法信息、自动化行为和垃圾信息、不实信息、用户纠纷和人身权益纠纷、知识产权纠纷和商业行为规则有关具体、详细的投诉举报程序的操作事项，请参见《微博举报投诉操作细则》。

### 第四十七条

本公约及附属《微博举报投诉操作细则》、《微博商业行为规范办法》均属于《微博服务使用协议》的一部分，与《微博服务使用协议》具有同等法律效力。

### 第四十八条

微博公司是微博平台的合法运营主体，负责微博平台的经营，微博员工为其经营目的的实现者。如微博用户认为微博员工履行职责时存在违法或舞弊行为，可通过微博公司设置的渠道进行舞弊举报，也可以直接向有关监管机关及监管部门有管辖权的国家机关举报、申诉和控告。  
对于在微博平台中以造谣、诽谤等手段诋毁微博公司声誉及信誉，侵犯履行职责的微博在职员工合法权益的用户、行为及内容，微博站方有权不经通知依据《微博服务使用协议》立即采取删除信息、停止、终止有关账号的使用等处理措施。

### 第四十九条

微博可依照互联网发展的不同阶段，随着法制建设和社区管理经验的丰富，出于维护微博发展的目的，不断完善本规定。

### 第五十条

本规定自 2017 年 1 月 24 日起施行，原有的《微博社区公约》同步废止。

本人已详细阅读并熟知上方《微博社区公约》的全部内容，承诺严格遵守其规定，履行自己应付的职责和义务。

微博UID：\_\_\_\_\_

申请单位或個人（签字或加盖公章）：\_\_\_\_\_

申请日期：\_\_\_\_\_

## 《Sina Weibo Community Convention》

### Section 1: Overview

**Article 1)** Sina Weibo is a social media internet platform established and operated by Weibo Corporation.

**Article 2)** “Sina Weibo user” refers to a registered user of Sina Weibo, and he or she must observe the rules of this agreement; unregistered users must also follow the rules of this agreement in activities on this platform.

**Article 3)** Sina Weibo users may not violate presently existing laws and regulations on this platform. This platform will, according to relevant legislation and regulations as well as agreements with registered users, cooperate with juridical organs to protect and maintain the legal rights and interests of those whose rights are violated.

**Article 4)** Sina Weibo Community Management Centre (hereafter, “the Site”) will, according to present laws and regulations as well as this agreement, establish “Sina Weibo Community Agreement (Trial Phase)” and implement it.

### Section 2: Right and Privilege of Users

**Article 5)** Users enjoy the right to use Sina Weibo accounts. The right of use cannot transfer to anyone; the behaviour of an account will represent the registered user.

**Article 6)** The Site encourages users to authenticate their real identities and apply for a particular symbol; the application methods and criteria for authentication are public and transparent. The special symbols include individual authentication, Weibo celebrity, and organisation authentication, among others.

**Article 7)** Expression by users on this platform may not infringe upon the legal rights of others, and may not come in conflict with presently effective laws, regulations, and this agreement.

**Article 8)** When users’ rights are infringed upon in the Sina Weibo community, they may protect their rights through the Weibo reporting function or take legal measures.

**Article 9)** Users’ privacy is protected by Sina Weibo. A third party platform protects information authenticating Sina Weibo users' real identities. Protection of users’ privacy is a fundamental policy of Sina Weibo, except in the case of users voluntarily providing the information and judicial authorities requiring it to be revealed by legal procedures.

### Section 3: Community Management

**Article 10)** The site according to whether there are corresponding laws and regulations and the standards of the competent departments, formulate management approach regarding relevant managing matters respectively.

**Article 11)** Managing issues of existing corresponding legislation and regulations and competent authority includes:

1. Information technology department according to the related laws and regulations and policy jurisdiction, the site develops a particular implementation of message management rules.
2. Public security authorities under the corresponding laws and regulations and policy administration, the site develops a specific implementation of illegal information management standards.
3. Commercial administrative departments in accordance with the corresponding laws and regulations and policy jurisdiction, the sites develops the appropriate implementation of advertising message management rules.
4. Disputes caused by infringement of other people's name, name, reputation, honour, portrait, privacy and other personal rights and interests in Weibo, the provisions of the Law of the People's Republic of China on Tort Liability, the Provisions of the Supreme People's Court on Several Issues Concerning the Application of Law in the Trial of the Use of Information Network for Civil Disputes Against Personal Rights and Interests, and relevant legal and judicial interpretations will be used to deal with.

**Article 12)** The site will be following the laws and regulations continue to improve, monitor the development of the corresponding community rules to be implemented.

**Article 13)** Based on the operational needs of the Weibo, the site also developed the following rules, all users must be unified to comply with:

1. False information and Weibo rumour
2. Online reporting system for user dispute
3. Safe content and behaviour
4. Rules for commercial behaviour

**Article 14)** Processing of regulation violations includes: the processing of content and accounts

Content processing comprises: deletion, preventing reposting, disabling commenting or annotation, etc.

Account processing includes: preventing posting of Weibo, forbidding following, and deletion of the account.

#### Section 4 Administration Rules of Politics Information Service

**Article 15)** In order to facilitate the order and posting of current information on Weibo, ensuring community order, protect citizens, corporate and other organisation's Legitimate rights. The site is under "Decision of the Standing Committee of the National People 's Congress on Strengthening the Protection of Network Information", "Internet information service management approach", "Internet news information service management regulations" and other relevant regulations to formulate rules for current information service.

**Article 16)** Current information refers to anything related to politics, economics, military, diplomacy and public social affair, and report and comment regarding racial incidents. Social information applies to anything besides current information, it includes news and comment regarding the daily social incident, social issues and social outlook, mainly focusing on news of social outlook which based on social, moral and ethics.

**Article 17)** Weibo is under national internet information office and Beijing internet information office and manage the current information in accordance with relevant laws and regulations.

Given the daily management of current information, Weibo will be in accordance with the requirements of the competent authorities to deal with damaging information and its account.

**Article 18)** Users are not allowed to publish negative messages that affect current affairs which include:

**A.** According to the current laws and regulations, the primary manifestations of information that endangers national and social security are:

1. Opposes the basic principles established by the Constitution
2. Harms the unity, sovereignty, or territorial integrity of the nation
3. Harms the unity, sovereignty, or territorial integrity of the nation
4. Incites ethnic hatred or ethnic discrimination, undermines ethnic unity or harms ethnic traditions and customs
5. Promotes cults and superstitions
6. Spreads rumours, disrupts social order and destroys societal stability
7. Promotes pornography, gambling, violence, or calls for the committing of crimes
8. Calls for disruption of social order through illegal gatherings, formation of organisations, protests, demonstrations, mass gatherings and assemblies

9. Has other content which is forbidden by laws, administrative regulations and national regulations.

**B.** Breaking the bottom line of social morality and the system bottom line of negative information.

**C.** The harmful current message includes:

1. Content that causes physical discomfort
2. Self-inflicted content

The definition of the damaging information about the present time, the principle of disposal, the way of elimination, the disposal of the provisions of the "Weibo report complaints operating rules."

**Article 19)** Media account is the legal news unit in Weibo to open the institutional certification account. The media report accepts the unified management of the news department and the network department.

**Article 20)** Administrative account refers to government party at all levels, democratic parties, people's organisations to set up institutional certification account. The administrative account in the release and discussion of political information should be unified and managed by information technology department. And in accordance with its own duties, regulations and operating requirement from superior authorities.

**Article 21)** Weibo as the most influential social media platform regarding opinion, is committed to the political, social events in the fast, comprehensive, valid and accurate delivery of information to all users, but also as an important channel for the transmission of positive energy. Media account, government account in this process, played an irreplaceable role is to participate in the discussion of the political information critical subject:

1. The media account should ensure the authenticity of the news content, utilising the advantages of social media and characteristics to enhance the authenticity of the news content of the audit.
2. The subject of the political information topic is mainly for the media account or other eligible accounts. Moderator account should deal with Weibo social assets in the management obligations, including scrutinising to the content of the topic page and comments of media accounts.
3. The host of the social topic can be government account and media account and other eligible accounts. Moderator account should deal with Weibo social assets in the management obligations, including scrutinising to the content of the topic page and comments of media accounts.
4. The publisher that broadcast news content, should equip with Internet news media account.

## Section 5 Illegal Information Management Rules

**Article 22)** In order to maintain social and community order, protect public safety and protect the rights of citizens and organizations, according to 《Regulations on the People's Republic of China on Administrative Penalties for Public Security》, 《Tort Law of the People's Republic of China》, 《Decision of the Standing Committee of the National People's Congress on Strengthening Information Protection on Networks》, 《Regulation on Internet Information Service of the People's Republic of China》, 《Provisions for the Administration of Internet News Information Services》 and other relevant laws and regulations to develop illegal information management rules.

**Article 23)** Weibo implement the management of illegal information base on national security organisation and related laws and regulations.

Given the daily management of illegal information, Weibo will manage and public any illegal information content and account based on the requirements of the competent authorities.

**Article 24)** Users can not publish illegal information.

Illegal information mainly includes:

(A) contain about an act of disrupting public order, encroaching upon the right of the person, the right of property or impairing social administration.

(B) obscene pornographic information.

(C) selling items which prohibited and limited by law.

The definition of illegal information, disposal principles, disposal methods, allocation results specified in the 《Weibo complaint and report rules》.

## Section 6 Commercial Practices Regulation

**Article 25)** To standardise the advertising activities in Weibo platform, protect the legitimate rights and interests of the Weibo users and their user experience, and maintain the gracious development of the commercial ecology of Weibo platform. The site under the 《Advertising Law of the People's Republic of China》 and 《Interim Measures for the administration of Internet advertising》 to develop and commercial operations related to some of the terms.

**Article 26)** Weibo as advertising publishers and advertising operators provide Internet advertising services for advertisers. Weibo have obligations for archives and examination of laws and regulations for the advertising that they bear.

**Article 27)** When advertisers and advertising operators posting the advertisement on Weibo, they can choose different commercial products for advertising according to their own needs. And in accordance with the relevant laws

and regulations, sign up a written contract and bear the corresponding legal obligations.

**Article 28)** Posts did not go through Weibos' provided commercial products channels and failed to follow the requirements of the marketing information published registration, unilateral release of the nature of advertising marketing information and does not have the identifiability that Internet advertising must have, the station will be based on user reports or other means to block such information, restrictions on display and other measures.

**Article 29)** Posts didn't go through Weibos' provided commercial products channels and also failed to follow the requirements of the marketing information published registration, unilateral release of the nature of advertising marketing information, although reveal the nature of advertising in the semantics, but appeared on various lists, search engine, topic pages, popular comment area, popular repost area, user information flow affect the Weibos' user experience, the site will also be based on user reports or other means to take such information shielding, restrictions on display and other measures.

**Article 30)** Commercial products through Weibo advertising, it set up negative feedback function, the user can use this mechanism to block specific advertising content and used to collect specific advertising and comments and suggestions towards advertising tools.

**Article 31)** Fans is the core asset of social media accounts and an essential basis for measuring the value of Weibo account. Weibo encourages the output of high-quality content, to maintain a healthy interaction of the means of operation of the fans, the means of interference through the illegal means of intervention, the site has the right to remove the abnormal data, addressing on the measures of the account management.

**Article 32)** Carry out promotional activities to promote marketing on Weibo, should be following the relevant requirements of the station for registration, abide by the lucky draw conditions and protect user privacy.

## Section 7 Personal Rights Disputes and User Disputes

**Article 33)** According to 《the Provisions of the Supreme People's Court on Several Issues Concerning the Application of Law in the Trial of Cases involving Civil Disputes over Infringements upon Personal Rights and Interests through Information Networks》, Weibo has established a complaint channel for the dispute of personal rights and interests such as name right, reputation right, honor right, portrait right, privacy right and so on.



**Article 34)** Weibo has also provided a user online reporting service to users. User disputes include personal attacks, posing as others, false certification, the disclosure of privacy.

**Article 35)** Online report of user discussions is to provide convenient services, but due to the limitations of online service, it can only handle some of the cases. For those disputes are complex or involve the name right, title right, the reputation right, honour right, portrait right and so on, it shall base on the relevant law and judicial explanations, to report by the personal rights dispute procedure.

**Article 36)** The defined and manifested of personal insult, impersonate others, false certification and disclosure privacy, the way of report and complaints, disposal procedures, disposal results and the complaint procedures of personal rights are provided in 《Weibo report complaints operating rules》.

**Article 37)** In order to effectively maintain the community, Weibo will use the variety of technical method to block some posts that include insult or defamation in the content.

### Section 8 False information and Weibo Refutes Rumors platform

**Article 38)** Weibo deal with false information through three ways: report, the national rumour platform and # Weibo Refute Rumors # platform.

False report and personal rights disputes are not related.

**Article 39)** False information means post that includes false information and caused a particular social influence and attention.

Talking about the objection or criticism of the celebrity is the speech freedom of users, but those statements that based on lack information, posting rumours that aim for getting attention, will be identified as false information and network rumours. Users not allowed to publish the false information.

**Article 40)** Weibo rumour platform refers to the topic based on the #Weibo Refutes Rumors# platform, Weibo found, screening and dissemination the major rumour information through the rumour content submission, reporting false information and other channels.

# Weibo rumour # platform will be based on the importance of the contents of the submission and the authenticity of the spread of the spread. The submission account is responsible for the authenticity of the submission.

**Article 41)** If the user found that any media accounts post any false information or news, they can report to the press authority or network information department.

### Section 9 Content Security and Order

**Article 42)** Users are not allowed to cheat and publish spam post. Automated actions mean posting Weibo, comment, message, or head line article too often than the typical frequency of regular users, or registered accounts to follow, likes, collecting data and other actions.

Spam posts mean registered Weibo account by cheating or standard account, sending spam from comments, private message, account information, headlines or group chat including marketing information, meaningless information or such as selling follower information.

**Article 43)** Using automated action or posting spam message that affects Weibo's operation or user experience, Weibo will go through the identification program to verify identity or directly carry out the necessary disposal.

Automation action and the definition of spam mail, reporting complaints, disposal procedures, disposal results specified in 《Weibo report and complaints rules》.

**Article 44)** Users should respect the intellectual property rights of others.

There are two ways to solve the intellectual property dispute on Weibo:

- (1) To resolve the conflict of the original post or copyright problem between users, users have the right to report online.
- (2) Delete the complaint process based on the notice of 《the Copyright Law》, 《the Trademark Law》 and 《the Patent Law》.

**Article 45)** Definition of content plagiarism, reporting, disposal process and disposal results are specified in 《the Weibo report and complaints operating rules》.

If the user believes that Weibo has anything that infringement its intellectual property rights, they can send a formal notice to our team and Weibo will dispose of the infringing content after receiving the notice. The notification letter must comply follow the format and requirements of the relevant laws to be effective.

### Section 10 Addendums

**Article 46)** Harmful political information, illegal information, electronic acts and spam, false information, user disputes and personal rights disputes, intellectual property disputes and business conduct rules in this Convention relating to specific and detailed complaints and reporting procedures, please refer to 《Operating Details of Report and Complain》.

**Article 47)** This convention and its subsidiary 《Weibo report complaints operating rules》, 《Weibo Code of Business

Conduct》 all affiliated to 《Weibo Service Usage Agreement》 and has the same legal effect.

**Article 48)** Sina Weibo is the legitimate operation subject for Weibo platform. It responsible for the operation of Weibo Platform and their staff are the realization of its business purpose. If Weibo users considered Weibo staff perform their duties when they are illegal or corrupts practices, they can report fraud through the channel set up by Sina Weibo. They may also report, appeal and accuse the State organs directly with the relevant authorities and department. As for the rumors, defamation and other means to discredit Weibo company reputation on Weibo platform, violations to the performance of the Weibo employees with the legitimate rights and interests of users, behaviour and content. Weibo has no authority not to inform user and according to 《Weibo Service Usage agreement》 , and immediately take delete information, stop, terminate the use of the account and other measures.

**Article 49)** The Site can continuously perfect this convention in accordance with different levels of development of the internet, the community's accumulation of management experience, and the need to maintain order in the Weibo community.

**Article 50)** This convention is effective as of 01/24/2017.