

KYX INFLUENCER COMPLAINT, MISUSE & COMPLIANCE CHECKLIST

Framework for Fraud Prevention, Ecosystem Integrity, and Educational Compliance

1. PURPOSE OF THIS POLICY

The KYX Influencer Complaint & Compliance Program is designed to protect the KYX ecosystem, genuine influencers, and the wider community from fake accounts, fraudulent activity, campaign misuse, and repeated mistakes.

The purpose of this program is not to unnecessarily punish influencers. KYX aims to identify issues, verify the available information, provide clarification where appropriate, correct mistakes, and take action when misuse is confirmed.

KYX may maintain relevant activity records and evidence for campaign verification, fraud prevention, security, and compliance purposes.

2. FAKE ACCOUNT & DUPLICATE ACCOUNT CHECKLIST

KYX may review accounts and activity associated with influencer campaigns and community programs. If fake, duplicate, or suspicious accounts are identified:

- ☐ KYX may review the account and associated activity.
- ☐ KYX may determine whether the account appears to be genuine, duplicate, fraudulent, or created to manipulate a campaign.
- ☐ Accounts confirmed to be fake, duplicate, or involved in prohibited manipulation may be removed, restricted, or excluded from the relevant KYX campaign/program according to the applicable rules.
- ☐ Where a significant number of suspicious accounts or unusual activity is detected, KYX may notify the relevant influencer, campaign participant, or community team.
- ☐ KYX may conduct additional verification when unusual activity appears to affect campaign integrity.
- ☐ Repeated or deliberate creation of fake accounts may result in stronger restrictions or removal from the relevant program.

IMPORTANT NOTICE

A suspicious account is not automatically treated as confirmed misuse. KYX may review available information and relevant circumstances before taking action.

3. INFLUENCER MISTAKE OR MISUSE CHECKLIST

Influencers can make mistakes. A mistake does not automatically mean that an influencer acted fraudulently.

When an issue is identified, KYX may evaluate:

- ☐ What happened?
- ☐ Was the activity accidental or intentional?
- ☐ Was the campaign instruction misunderstood?
- ☐ Was there an attempt to manipulate the system?
- ☐ Was the activity repeated?
- ☐ Did the activity create an unfair advantage?
- ☐ Did the influencer cooperate when the issue was identified?
- ☐ Is corrective action sufficient?

Based on the circumstances, KYX may:

- ☐ Explain the mistake
- ☐ Request correction
- ☐ Provide guidance
- ☐ Issue a warning
- ☐ Restrict participation in a specific campaign
- ☐ Remove access to applicable campaign benefits
- ☐ Take stronger action in cases of confirmed serious or repeated misuse

4. MASKED EVIDENCE & EDUCATIONAL COMPLIANCE

When an influencer mistake or misuse is confirmed, KYX may use the incident as an educational example for other relevant influencers where appropriate.

“Correct the mistake. Protect the individual. Educate the community.”

KYX may prepare a masked or redacted version of relevant evidence to demonstrate what went wrong and how other influencers can avoid making the same mistake.

Before sharing an example:

- ☐ KYX reviews the relevant evidence.
- ☐ Unnecessary personal information is removed or masked.
- ☐ Sensitive information is redacted where appropriate.
- ☐ Only information necessary to explain the compliance issue is retained.
- ☐ The example is presented for education, awareness, and prevention.
- ☐ The evidence is not intended to publicly shame, harass, or humiliate the influencer.

5. WHY MASKED PROOF MAY BE SHOWN TO FELLOW INFLUENCERS

The influencer ecosystem can contain many participants, and the same mistake may be repeated by multiple influencers simply because they did not understand a campaign requirement.

Therefore, where appropriate, KYX may share a masked example of a confirmed mistake or misuse with relevant fellow influencers so that they can understand:

- What happened
- Which rule or instruction was misunderstood
- What activity should be avoided
- How the same mistake can be prevented in the future
- What the correct process should be

Example - Actual Incident Workflow:



This process is intended to reduce repeated violations and improve compliance across the KYX influencer community.

6. DATA MINIMIZATION CHECKLIST

When evidence is used for compliance or educational purposes, KYX should follow a data-minimization approach.

- ☐ Share only information necessary for the specific purpose.
- ☐ Mask or redact unnecessary personal information.
- ☐ Do not unnecessarily expose identity documents.
- ☐ Do not unnecessarily expose private contact information.
- ☐ Do not share passwords, authentication information, or security credentials.
- ☐ Do not expose sensitive information when it is not required to explain the issue.
- ☐ Use screenshots or evidence in a limited and controlled manner where appropriate.
- ☐ Keep the original evidence under appropriate internal controls where required.
- ☐ Limit access to relevant personnel or participants with a legitimate need to know.

7. IMPORTANT DISTINCTION: MISTAKE VS. DELIBERATE MISUSE

KYX recognizes that not every violation is intentional.

A GENUINE MISTAKE MAY INCLUDE:

- ☐ Misunderstanding an instruction
- ☐ Accidentally following an incorrect process
- ☐ Failing to understand a campaign requirement
- ☐ Making an isolated operational error

In such cases, KYX may prioritize education and correction.

DELIBERATE MISUSE MAY INCLUDE:

- ☐ Intentionally creating fake accounts
- ☐ Repeatedly manipulating campaign activity
- ☐ Deliberately bypassing campaign rules
- ☐ Fraudulent activity
- ☐ Repeated misuse after receiving warnings/instructions
- ☐ Attempting to obtain benefits through prohibited methods

Confirmed serious or repeated misuse may result in stronger action.

8. COMPLIANCE ESCALATION CHECKLIST

KYX may use a proportionate escalation process:

LEVEL 1 — DETECTION

☐ Activity or complaint is identified.

LEVEL 2 — REVIEW

☐ Relevant records and available evidence are reviewed.

LEVEL 3 — VERIFICATION

☐ KYX determines whether the issue appears genuine, accidental, suspicious, or confirmed misuse.

LEVEL 4 — COMMUNICATION

☐ Where appropriate, the influencer may be informed about the issue.

LEVEL 5 — CORRECTION

☐ The influencer may be given an opportunity to understand and correct an accidental mistake.

LEVEL 6 — WARNING / RESTRICTION

☐ Confirmed or repeated violations may result in warnings or restrictions.

LEVEL 7 — PROGRAM REMOVAL

☐ Serious or repeated misuse may result in removal from the applicable influencer/campaign program.

LEVEL 8 — COMMUNITY EDUCATION

☐ Where appropriate, a masked/redacted example may be used to educate relevant fellow influencers and prevent similar future incidents.

9. INFLUENCER PRIVACY & FAIRNESS PRINCIPLE

KYX aims to maintain a balance between community protection and individual privacy. A compliance incident should not become an excuse for unnecessary disclosure of personal information.

Therefore:

- ☐ Evidence should be handled responsibly.
- ☐ Personal information should be minimized and masked where appropriate.
- ☐ Unverified allegations should not be presented as confirmed misconduct.
- ☐ Educational examples should focus on the behavior or mistake rather than unnecessary personal details.
- ☐ Sharing should be limited to an appropriate audience and legitimate purpose.
- ☐ The objective should be prevention, education, and ecosystem protection.

10. INFLUENCER RESPONSIBILITY CHECKLIST

Every KYX influencer is expected to:

- ☐ Use genuine accounts.
- ☐ Follow campaign instructions.
- ☐ Avoid creating fake or duplicate accounts for manipulation.
- ☐ Avoid artificial or fraudulent activity.
- ☐ Never intentionally manipulate campaign systems.
- ☐ Ask KYX when a campaign instruction is unclear.
- ☐ Correct mistakes when notified.
- ☐ Cooperate with reasonable compliance reviews.
- ☐ Avoid repeating confirmed violations.
- ☐ Help maintain a trustworthy KYX community.

11. KYX'S CORE COMPLIANCE PRINCIPLE

KYX follows a simple principle:

OPERATING GUIDELINE

DETECT → VERIFY → INFORM → CORRECT → PROTECT → EDUCATE

- Fake or suspicious activity may be detected.
- Relevant information may be verified.
- Influencers may be informed when appropriate.
- Mistakes may be corrected where possible.
- Personal information should be protected through appropriate masking and data minimization.
- Confirmed incidents may be converted into educational examples so that other influencers can avoid repeating the same mistake.

FINAL MESSAGE TO INFLUENCERS

The KYX Influencer Program is built on trust and genuine participation.

One person's mistake should become a lesson for the entire community — not an opportunity for public humiliation. KYX's objective is to protect genuine influencers, maintain fair campaigns, reduce fake activity, and help every influencer understand what is expected.

MINE • EARN • GROW