



COMMUNITY STANDARDS AND CODE OF CONDUCT POLICY

PLATFORM SAFETY, RESPECT, AND PARTICIPANT BEHAVIOUR FRAMEWORK – GHANA
EDITION

Document Type: External Policy Document

Document Purpose: Establishes behavioural standards, safety expectations, and community rules for all Platform participants

Jurisdiction: Republic of Ghana

1. INTRODUCTION AND PURPOSE

At Beagine (“Company”, “Platform”, “we”, “our”, or “us”), we believe that trust, safety, professionalism, and respect are essential to building a reliable digital marketplace.

The Platform connects individuals seeking services with Professional, Specialists, Providers, businesses, and other service professionals. Because these interactions may involve direct communication, physical presence, payments, and access to personal information, maintaining appropriate standards of behaviour is necessary to protect everyone involved.

This Community Standards and Code of Conduct Policy (“Policy”) establishes the expectations, responsibilities, and behavioural requirements applicable to all individuals and entities participating in the Platform ecosystem.

The purpose of this Policy is to create a safe, respectful, inclusive, and professional environment where Users and Providers can interact with confidence.

This Policy establishes standards relating to respectful behaviour, professional conduct, personal safety, communication practices, privacy protection, honesty and transparency, prohibited conduct, platform integrity, off-platform interaction restrictions, reporting and enforcement procedures.

This Policy applies together with the Company’s Terms of Service Agreement, Terms of Use Agreement, Privacy Policy, Accessibility Commitment Policy, Provider Agreement, and other applicable Platform policies.

Failure to comply with this Policy may result in warnings, restrictions, suspension, termination of access, removal from the Platform, or other actions permitted under applicable agreements and laws.

2. SCOPE AND APPLICATION

This Policy applies to all persons and organizations interacting with the Platform, including:

- Users;
- Professional;
- Specialists;
- independent Providers;
- business customers;
- Company representatives;
- partners;
- contractors;
- approved third parties.

The standards contained in this Policy apply to all forms of Platform interaction, including:

- service requests;
- service delivery;
- digital communication;
- telephone communication facilitated through the Platform;
- reviews and ratings;
- payments;
- support interactions;
- in-person interactions connected to Platform services.

The Company expects all participants to understand that their conduct affects not only individual experiences but also the safety, reputation, and reliability of the entire Platform community.

3. COMMITMENT TO A SAFE AND RESPECTFUL COMMUNITY

The Company is committed to maintaining a Platform environment where individuals are treated fairly, respectfully, and professionally.

Every participant has a responsibility to contribute to a positive community by:

- communicating respectfully;
- acting honestly;
- following safety requirements;
- respecting privacy;
- avoiding discrimination;
- following Platform rules;
- reporting serious concerns.

The Company does not tolerate behaviour that threatens the safety, dignity, privacy, or rights of other participants.

Safety and trust are shared responsibilities. While the Company provides systems, policies, verification processes, and support mechanisms, Users and Providers remain responsible for their own actions and decisions.

4. CORE COMMUNITY PRINCIPLES

The Platform community operates based on the following principles:

Respect

All participants must treat others with dignity and professionalism regardless of background, identity, location, disability, economic status, or personal circumstances.

Safety

Participants must avoid conduct that creates unnecessary risks to themselves or others.

Integrity

Participants must provide truthful information and avoid dishonest, fraudulent, or manipulative behaviour.

Accountability

Participants are responsible for their actions, communications, and decisions while using the Platform.

Professionalism

Providers must deliver services responsibly, and Users must interact with Providers fairly and appropriately.

Trust

Participants must use the Platform in a way that protects confidence in the marketplace.

5. USER BEHAVIOUR STANDARDS

Users are expected to behave respectfully when requesting, receiving, reviewing, or communicating about services.

Users must:

- provide accurate service information;
- communicate clearly and respectfully;
- follow reasonable instructions;
- treat Providers fairly;
- make legitimate service requests;
- complete valid payment obligations;
- respect Provider privacy and personal boundaries.

Users must not:

- harass Providers;
- make unreasonable demands;
- create unsafe working conditions;
- provide false information;
- intentionally damage Provider property;
- request illegal or prohibited services;
- attempt to manipulate Platform systems;
- engage in any activity that may be identified as criminal towards the provider.

Users should understand that Providers are individuals entitled to safety, respect, and professional treatment.

6. SPECIALIST, AND PROVIDER BEHAVIOUR STANDARDS

Professional, Specialists, and Providers represent an important part of the Platform experience.

Providers must maintain professional standards including:

- arriving prepared and capable of completing accepted services;
- communicating respectfully;
- providing accurate information;
- maintaining required qualifications and compliance;
- respecting User privacy;
- following safety requirements.

Providers must not:

- harass Users;
- engage in inappropriate personal behaviour;
- pressure Users into private arrangements;
- misuse User information;
- discriminate against Users;
- provide services while impaired;
- misrepresent service quality or qualifications;
- engage in any activity that may be identified as criminal towards users and their property.

Providers must remember that access to User information is provided only for legitimate service purposes.

7. RESPECTFUL COMMUNICATION REQUIREMENTS

All Platform communication must remain professional and appropriate.

Participants must not use communication channels to:

- threaten;
- insult;
- intimidate;
- harass;
- send unwanted personal messages;
- share inappropriate content;
- request unlawful actions;
- pressure another participant.

The Company encourages communication through Platform-approved channels because these channels help maintain records, improve safety, and support dispute resolution.

Participants should avoid unnecessary sharing of personal information for safety reasons.

8. PROTECTION AGAINST OFF-PLATFORM TRANSACTIONS AND UNAUTHORIZED RELATIONSHIPS

The Platform provides more than a connection between Users and Providers. It provides a protected service environment that includes identity verification, communication records, payment processes, safety mechanisms, customer support, dispute assistance, quality monitoring, and other operational protections.

For this reason, Users and Providers must not intentionally move Platform-based relationships outside the Platform without authorization from the Company.

Users and Providers must not exchange personal contact information, including:

- personal telephone numbers;
- WhatsApp numbers;
- private messaging accounts;
- personal email addresses;
- social media accounts;
- other direct communication details;
- for the purpose of avoiding Platform systems, transferring services outside the Platform, or establishing unauthorized private arrangements.

Providers must not request, encourage, or pressure Users to:

- cancel Platform bookings and continue privately;
- pay directly outside approved payment methods;
- contact them personally for future services;
- avoid Platform fees, records, or protections.

Users must not request Providers to:

- provide private services outside the Platform;
- accept direct payments;
- continue recurring services privately after an introduction through the Platform;
- bypass Platform procedures.

Any relationship, communication, or service opportunity created through the Platform must remain subject to Platform rules unless the Company provides written authorization otherwise.

This restriction exists to protect all participants by ensuring continued access to:

- verified identities;
- service records;
- payment protections;
- safety monitoring;
- customer support;
- complaint handling;
- dispute resolution mechanisms.

The Company may take enforcement action where it identifies attempts to circumvent Platform processes, including account restrictions, suspension, termination, removal from the Platform, withholding of certain benefits, or other appropriate measures.

9. PRIVACY PROTECTION AND RESPONSIBLE HANDLING OF INFORMATION

Respecting personal privacy is a fundamental requirement of participation in the Platform community. Users and Providers may receive access to certain information about other participants because it is necessary to complete services, communicate effectively, maintain safety, or resolve issues.

This information must only be used for legitimate Platform-related purposes.

Participants must not:

- collect personal information unnecessarily;
- store another participant's information without a valid reason;
- share personal information with unauthorized persons;
- publish another person's information online;
- use Platform information for marketing or solicitation;
- contact individuals outside the Platform for unauthorized purposes;
- monitor, track, or investigate another participant without authorization.

Providers have a particular responsibility because they may receive information about Users, including names, locations, service details, and communication information.

Providers must treat such information as confidential and must only use it to provide the requested service.

Users must also respect Provider privacy and must not misuse Provider information obtained through Platform interactions.

All participants must comply with the Company's Privacy Policy and applicable jurisdiction data protection requirements.

10. HONESTY, TRANSPARENCY, AND TRUST REQUIREMENTS

Trust is essential to the operation of the Platform.

Participants must provide truthful information and act honestly throughout their interaction with the Platform.

Users and Providers must not:

- create false identities;
- misrepresent qualifications or abilities;
- submit inaccurate account information;
- provide misleading service details;
- make dishonest complaints;
- manipulate records;
- misrepresent events during disputes.

Providers must accurately represent:

- their professional capabilities;
- their availability;
- their service quality;
- their qualifications;
- their pricing where applicable.

Users must accurately represent:

- service requirements;
- locations;
- booking details;
- payment obligations;
- relevant circumstances affecting service delivery.

The Company may review account activity, reports, transaction information, and other available information when assessing concerns relating to honesty or integrity.

11. RATINGS, REVIEWS, AND FEEDBACK STANDARDS

Ratings and reviews are important tools for maintaining service quality and transparency.

Participants must provide genuine feedback based on actual experiences.

Reviews must not be used to:

- threaten another participant;
- demand refunds improperly;
- retaliate against another person;
- manipulate rankings;
- spread false information;
- damage someone's reputation unfairly.

Participants must not exchange favourable ratings or create false reviews to influence Platform systems.

The Company may remove reviews or feedback that violate community standards, including content that is:

- fraudulent;
- abusive;
- discriminatory;
- unrelated to the service experience;
- intended to manipulate the Platform.

Honest criticism and constructive feedback are permitted and encouraged when communicated respectfully.

12. ANTI-HARASSMENT AND ANTI-ABUSE STANDARDS

The Company does not tolerate harassment, intimidation, abuse, or inappropriate behaviour.

Harassment includes repeated unwanted conduct, offensive communication, personal attacks, threats, inappropriate advances, or behaviour intended to make another person feel unsafe or uncomfortable.

Participants must not engage in:

- sexual harassment;
- verbal abuse;
- physical intimidation;
- stalking behaviour;
- threatening communication;
- unwanted personal contact;
- activities that may pose safety issues.
- humiliating or degrading treatment.

Providers must maintain professional boundaries with Users.

Users must respect Providers as service professionals and must not use their position as customers to pressure, exploit, or mistreat Providers.

Any conduct that creates an unsafe or hostile environment may result in immediate Platform action.

13. NON-DISCRIMINATION AND EQUAL TREATMENT

The Company is committed to maintaining an inclusive Platform environment.

Participants must not discriminate against others based on characteristics protected under applicable law or principles of fairness, including:

- race;
- ethnicity;
- national origin;
- religion;
- gender;
- disability;
- age;
- health status where legally protected;
- or other protected characteristics.

Discrimination may include:

- refusing services unfairly;
- providing lower-quality treatment;
- using offensive language;
- making discriminatory comments;
- creating unequal conditions based on personal characteristics.

Providers must provide services professionally without unfair discrimination.

Users must select and interact with Providers based on legitimate service needs and not discriminatory preferences.

The Company may investigate discrimination complaints and take appropriate action.

14. PERSONAL SAFETY EXPECTATIONS

The safety of Users, Providers, and third parties is a priority.

Participants must act responsibly and avoid creating unnecessary risks.

Users should:

- provide accurate service information;
- follow safety instructions;
- avoid placing Providers in unsafe situations;
- report safety concerns promptly.

Providers should:

- maintain safe working practices;
- follow applicable laws;
- use appropriate equipment;
- avoid unsafe conduct;
- remain alert and capable while providing services.

Participants must not:

- carry out violent acts;
- make threats;
- intentionally cause harm;
- damage property;
- create dangerous conditions.

Where immediate safety risks exist, participants should seek emergency assistance through appropriate channels.

15. SUBSTANCE USE AND IMPAIRMENT STANDARDS

Providers must not perform services while impaired by:

- alcohol;
- illegal substances;
- misused medication;
- any condition affecting safe performance.

Providers are responsible for ensuring they are capable of performing services safely and professionally.

Users must also avoid conduct involving substance misuse that creates risks for Providers or other participants.

The Company may take action where credible concerns exist regarding impairment, unsafe behaviour, or violation of applicable laws.

16. VIOLENCE, THREATS, AND SECURITY CONCERNS

Violence, threats, and intentional harm are strictly prohibited.

Participants must not:

- threaten physical harm;
- carry out violence;
- encourage violence;
- damage property intentionally;
- use intimidation to obtain benefits;
- engage in dangerous behaviour.

The Company may take immediate action where there are concerns involving:

- physical safety;
- credible threats;
- criminal conduct;
- serious misconduct.

Where appropriate, the Company may cooperate with law enforcement authorities or other relevant institutions.

17. CHILD SAFETY AND PROTECTION OF VULNERABLE PERSONS

The Company is committed to supporting the safety of children and vulnerable individuals interacting with the Platform.

Participants must exercise appropriate care and professionalism when services involve:

- children;
- elderly individuals;
- persons with disabilities;
- persons requiring additional support.

Participants must not exploit, harm, manipulate, or take advantage of vulnerable persons.

Providers must maintain appropriate professional boundaries and must not engage in inappropriate personal relationships with vulnerable individuals encountered through Platform services.

Any concerns relating to child safety, exploitation, abuse, or vulnerable persons protection should be reported immediately.

18. REPORTING SAFETY, CONDUCT, AND POLICY CONCERNS

The Company encourages all Users, Providers, Professional, Specialists, and other Platform participants to report behaviour that may violate this Community Standards and Code of Conduct Policy.

Reporting concerns helps the Company maintain a safe, trustworthy, and professional environment.

Reports may relate to:

- unsafe behaviour;
- harassment;
- discrimination;
- fraud;
- off-platform circumvention;
- privacy violations;
- inappropriate communication;
- misconduct during service delivery;
- violence or threats;
- child safety concerns;
- other violations of Platform standards.

Reports should be made through official Company reporting channels where available.

A report should include sufficient information to allow proper review, including:

- the nature of the concern;
- the date and approximate time of the incident;
- the individuals involved;
- relevant service details;
- supporting evidence where available.

Evidence may include:

- messages;
- screenshots;
- transaction records;
- photos;
- videos where lawfully obtained;
- other relevant information.

The Company encourages accurate and honest reporting. Deliberately false reports, malicious complaints, or attempts to misuse reporting systems may themselves violate this Policy.

19. CONFIDENTIALITY OF REPORTS AND PROTECTION AGAINST RETALIATION

The Company recognizes that individuals may hesitate to report concerns due to fear of negative consequences.

The Company will make reasonable efforts to handle reports sensitively and protect information relating to reports in accordance with applicable privacy obligations.

The Company may limit disclosure of report details to individuals who need the information for:

- investigation;
- safety response;
- legal compliance;
- account management decisions;
- resolution of disputes.

Participants must not retaliate against another person for making a genuine report or participating in an investigation.

Retaliation may include:

- threats;
- harassment;
- negative treatment;
- attempts to intimidate;
- attempts to damage another person's reputation.

Retaliatory conduct may result in enforcement action.

20. INVESTIGATION PROCESS AND FAIR REVIEW

When the Company receives a report or identifies potential misconduct, it may conduct an internal review to determine appropriate action.

The investigation process may involve:

- reviewing available Platform records;
- examining communications;
- reviewing account history;
- considering reports from involved parties;
- requesting additional information;
- assessing safety or legal risks.

The Company aims to review matters fairly and objectively while considering:

the seriousness of the concern;

- the available evidence;
- the impact on affected individuals;
- previous conduct history;
- legal and safety obligations.

The Company is not required to disclose confidential investigation methods, internal decision-making processes, security systems, or information belonging to other participants.

In some situations, immediate action may be necessary before a full review is completed, particularly where safety, fraud, legal compliance, or Platform integrity concerns exist.

21. ENFORCEMENT ACTIONS AND CONSEQUENCES

Where a participant violates this Policy, the Terms of Service, Terms of Use, or other Platform requirements, the Company may take appropriate action.

Possible actions may include:

- education or guidance;
- warnings;
- removal of inappropriate content;
- restriction of specific Platform features;
- additional verification requirements;
- temporary account suspension;
- permanent account termination;
- removal from Provider programs;
- restriction from future participation;
- recovery of losses caused by misconduct;
- reporting to relevant authorities where required.

The Company determines appropriate action based on factors including:

- severity of conduct;
- risk created;
- harm caused;
- intent;
- previous violations;
- cooperation during investigation;
- legal obligations.

Serious violations may result in immediate suspension or termination without prior warning.

Examples of serious violations include:

- violence;
- credible threats;
- fraud;
- identity misuse;
- serious privacy violations;
- criminal activity;
- sexual misconduct;
- child safety violations;
- intentional platform circumvention.

22. PLATFORM CIRCUMVENTION AND CONTINUED PROTECTION OF PLATFORM RELATIONSHIPS

The Company invests significant resources in creating a safe and reliable marketplace.

The Platform does not merely introduce Users and Providers. It provides ongoing protections, including:

- identity verification;
- service records;
- payment processing;
- customer support;
- complaint management;
- safety procedures;
- quality monitoring;
- fraud prevention systems.

For this reason, Users and Providers must not intentionally bypass the Platform after being introduced through Platform services.

Participants must not:

- create private arrangements outside the Platform;
- encourage others to leave the Platform;
- avoid Platform payments;
- transfer ongoing Platform relationships into private business arrangements without authorization;
- use information obtained through the Platform to establish unauthorized independent relationships.

This restriction applies during Platform participation and may continue after account closure where necessary to protect legitimate business interests and prevent misuse of Platform connections.

The Company may enforce these requirements through account review, access restrictions, termination, or other available remedies.

23. APPEALS AND ACCOUNT REVIEW REQUESTS

Participants who believe enforcement action was taken incorrectly may request a review through available Company procedures.

An appeal request should explain:

- the reason for disagreement;
- relevant facts;
- supporting information;
- any circumstances the Company should consider.

The Company may review the matter and determine whether:

- the original decision should remain;
- additional information is required;
- restrictions should be adjusted;
- the account should be restored.

The Company does not guarantee that an appeal will result in reversal of an enforcement decision.

Safety-related decisions may remain effective while reviews are conducted.

24. PARTNER AND THIRD-PARTY EXPECTATIONS

The Company expects partners, contractors, and third parties connected with Platform operations to support the principles contained in this Policy.

Partners should:

- maintain professional conduct;
- respect participant privacy;
- avoid discriminatory practices;
- support safety requirements;
- follow applicable agreements.

Where third-party conduct negatively affects Platform safety or trust, the Company may review the relationship and take appropriate action.

25. COMMUNITY EDUCATION AND CONTINUOUS IMPROVEMENT

The Company recognizes that building a strong community requires ongoing education and improvement.

The Company may provide:

- safety guidance;
- Provider training materials;
- community updates;
- service quality guidance;
- policy explanations;
- best practice recommendations.

The Company may update community standards as new risks, technologies, service categories, and participant needs develop.

Feedback from Users, Providers, and other stakeholders may be considered when improving Platform policies and procedures.

26. POLICY UPDATES

The Company may revise this Community Standards and Code of Conduct Policy from time to time.

Updates may be made due to:

- changes in law;
- new Platform features;
- safety improvements;
- operational changes;
- community feedback;
- emerging risks.

Where appropriate, notice of significant changes may be provided through Platform communication channels.

Continued use of the Platform after updated standards become effective indicates acceptance of the revised Policy.

27. GOVERNING LAW

This Community Standards and Code of Conduct Policy is governed by the laws of the Republic of Ghana.

The Company will interpret and apply this Policy consistently with applicable Ghanaian laws relating to:

- consumer protection;
- data protection;
- disability inclusion;
- safety;
- digital services;
- commercial operations.

28. FINAL COMMUNITY COMMITMENT

The Company is committed to building a Platform where people can access and provide services in an environment based on trust, safety, professionalism, and respect.

Every participant contributes to the quality of the Platform community.

By using the Platform, Users and Providers agree to:

- treat others respectfully;
- protect personal information;
- follow safety requirements;
- communicate professionally;
- avoid misuse of Platform relationships;
- maintain honesty and integrity;
- support a safe and inclusive environment.

The Company will continue improving its systems, policies, and processes to protect the Platform community and promote responsible participation.