



Neurish - Acceptable Use Policy (AUP)

Last updated: June 2026

This Acceptable Use Policy (“Policy”) sets out the rules for using the Neurish platform. ExploreBuddy Ltd (trading as Neurish) is a Scotland- based company operating across the United Kingdom. By accessing or using Neurish, you agree to comply with this Policy.

This Policy exists to maintain a safe, respectful, and psychologically secure environment for neurodivergent adults and parents.

1. Purpose of This Policy

The purpose of this Policy is to:

- Protect users from harm
- Maintain a safe and inclusive community
- Set clear expectations for behaviour
- Support fair and consistent moderation
- Ensure compliance with UK law

This Policy applies to all users, content, and interactions on Neurish.

2. Definitions

Harmful Content

Content that may reasonably cause emotional, psychological, or physical distress, including harassment, threats, intimidation, hate speech, encouragement of harmful behaviour, or content that targets individuals or groups based on protected characteristics.

Distressing Content

Content that may trigger fear, panic, stress, or emotional discomfort, including graphic descriptions of self-harm, violence, crisis-related posts expecting intervention, or content likely to cause significant distress to neurodivergent users.

Unsafe Behaviour

Actions or interactions that place users at risk, including pressuring others to disclose personal information, encouraging dangerous activities, attempting to manage crisis situations, or engaging in behaviour that breaches platform safety expectations.

Peer Support

Non-clinical, informal support offered by users based on shared experiences. Peer support does not include professional advice, crisis intervention, therapeutic guidance, or any form of clinical assessment.

Moderator

A trained volunteer who helps maintain a safe environment by reviewing reports, removing harmful content, issuing warnings, and escalating concerns when appropriate. Moderators are not clinicians, crisis responders, safeguarding professionals, or employees of ExploreBuddy Ltd (trading as Neurish).

Commercial Activity

Any attempt to advertise, promote, sell, solicit, or recruit for commercial, business, or fundraising purposes. This includes posting links, promotional messages, or attempting to use Neurish for financial gain.

User-Generated Content (UGC)

Any content created or shared by users, including posts, messages, bios, images, comments, reactions, or group contributions. UGC represents the views of users only and is not endorsed or verified by Neurish.

Sensitive Personal Information

Information that could identify an individual or place them at risk, including medical details, diagnostic information, contact details, addresses, financial information, or personal data relating to others. Users must not share sensitive information in unsafe ways.

Platform Misuse

Any behaviour that interferes with the safe and lawful operation of Neurish, including spamming, reverse-engineering, attempting to access data that is not yours, disrupting features, or breaching technical or security measures.

Crisis-Related Content

Content indicating immediate risk of harm to self or others, requests for crisis intervention, or posts expecting emergency support. Neurish is not a crisis service and cannot respond to crisis-related content.

Boundaries

Personal limits that users set to protect their wellbeing. Boundaries include declining conversations, limiting emotional labour, choosing what to share, and disengaging from interactions that feel unsafe or overwhelming.

Protected Characteristics

Characteristics protected under the Equality Act 2010, including disability, race, sex, sexual orientation, gender reassignment, religion or belief, age, pregnancy/maternity, and marriage/civil partnership. Targeting individuals based on these characteristics is prohibited.



3. General Behaviour Expectations

Users must:

- Treat others with respect
- Communicate in good faith
- Use the platform responsibly
- Follow all Neurish policies and guidelines
- Comply with UK law

Neurish is a peer- support environment, not a clinical or crisis service.

4. Prohibited Behaviour

The following behaviour is strictly prohibited:

A. Harmful or Abusive Conduct

- Harassment, bullying, or intimidation
- Threats or encouragement of harm
- Hate speech or discriminatory behaviour
- Targeting individuals or groups based on protected characteristics

B. Unsafe or Distressing Content

- Graphic descriptions of self- harm or harm to others
- Encouragement of dangerous behaviour
- Content likely to cause distress or panic
- Crisis- related content expecting intervention

C. Illegal or Unlawful Activity

- Promotion of illegal acts
- Sharing copyrighted material without permission
- Fraud, impersonation, or deception
- Attempts to access or misuse others' data

D. Sexual or Explicit Content

- Sexual content or imagery
- Sexualised communication
- Content involving minors (account termination)

E. Platform Misuse

- Spamming or mass messaging
- Commercial advertising or solicitation
- Attempting to reverse- engineer or disrupt the app
- Uploading malware or harmful code



5. User-Generated Content Requirements

Users must ensure that all content they share:

- Is lawful
- Is respectful
- Does not infringe intellectual property rights
- Does not contain personal data of others without consent
- Does not mislead, impersonate, or deceive

Users are responsible for the content they create.

6. Privacy and Personal Information

Users must not:

- Share their own sensitive personal information in unsafe ways
- Share personal information about others
- Attempt to collect data from other users
- Pressure others to disclose private information

Neurish is not responsible for consequences arising from oversharing.

7. Safety Expectations

Users must:

- Seek appropriate professional or emergency help when needed
- Avoid relying on Neurish for crisis support
- Avoid posting content that pressures others to provide emotional labour
- Use reporting tools responsibly

Neurish is not a crisis service and cannot respond to emergencies.

8. Moderation and Enforcement

Neurish may take action including:

- Removing content
- Issuing warnings
- Restricting features
- Suspending accounts
- Permanently terminating accounts

Moderation decisions are final and may be taken without prior notice.

Neurish is not obligated to:

- Monitor all content

- Respond to every report
- Provide explanations for moderation decisions

9. Reporting Concerns

Users can report:

- Harmful or unsafe content
- Violations of this Policy
- Concerning behaviour
- Technical issues

Neurish will review reports but cannot guarantee response times.

10. Consequences of Violations

Violations may result in:

- Content removal
- Temporary restrictions
- Permanent account closure
- Referral to law enforcement (in serious cases)

Neurish may take action even if behaviour occurs outside the platform when it poses a risk to community safety.

11. No Liability for User Behaviour

ExploreBuddy Ltd (trading as Neurish) is not liable for:

- Harm caused by user interactions
- Emotional distress
- Misuse of the platform
- Offline consequences of online interactions
- Inaccurate or misleading user content

Users interact at their own discretion and risk.

12. Changes to This Policy

We may update this Policy to reflect changes in law or platform features.

We will notify users of significant updates.

13. Contact Us

If you have questions about this Policy:

contact@explorebuddy.co.uk

This Policy is governed by the laws of Scotland. Any disputes will be handled by the Scottish courts.