

MYM – Ethics charter

This charter is the result of the reflection and work of MYM's newly formed Ethics Committee. It has been produced by various digital experts in an independent and collegial way.

The charter is based on the best practices of legal and ethical compliance as well as on the rules of conduct that guide the life of the company.

It thus represents both the foundation of the committee's activities and the statement and embodiment of MYM's values and commitments. This charter therefore directs and guides the future actions of the management and the entire MYM community.

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I. PREAMBLE

By its willingness to adopt a voluntary ethics charter, MYM is a forerunner in the world of social networks and underlines its committed to the implementation of a responsible digital platform industry, i.e. one that goes beyond the legislative and regulatory obligations in force in this sector of activity, put on it by various lawmakers or courts.

In the current context, in which certain phenomena (cyber-harassment, cybersecurity cyber-pornography, cyber-prostitution, cyber-proselytizing) have emerged along with all kinds of platforms, MYM wishes to define and develop an ethical *raison d'être* and pave the way for a new strategic direction for the industry of social networks.

Through this initiative, MYM hopes to raise awareness amongst major social networks, in order to take part in the creation of a responsible and ethical industry.

The final and current version of the Charter was approved unanimously on 12 November 2021.

II. COMPOSITION AND COMMITMENTS OF THE ETHICS COMMITTEE

The Ethics Committee is made up of members chosen by MYM's founders for their human qualities and technical expertise in areas directly related to the issues and problems of a social network that wants to be modern and ethical. These areas include cybersecurity, the platform economy, women's rights, digital law, and entrepreneurship.

The composition can, of course, evolve, allowing the inclusion of other experts, or the possible departure of current members if their situation requires it.

They are therefore chosen according to their technical skills, their professional experience, and their capacity for critical analysis.

The Committee's members have a total financial independence which certifies both their reliability and their impartiality in the realization of the missions determined by the present charter.

The absence of remuneration attached to this function reflects the selflessness of the members of the Committee but, above all, their dedication to the implementation of a more responsible platform at all aforementioned levels.

The members of the Ethics Committee commit themselves to be available to fully accomplish their mission of voluntary accompaniment of MYM, while respecting the principles of confidentiality and impartiality.

III. MISSIONS OF THE ETHICS COMMITTEE

A) ROLE

The committee has taken its functions on October 1, 2021. The charter defines the various missions of the ethics committee as follows:

After drafting and approving the document, the committee will ensure that the charter is respected. This charter will guide the future actions of the managers and the community of MYM. The company's actions must fully comply with the rules and values outlined in the present document. Each year, the Ethics Committee will report to MYM's founders regarding the application of this charter.

- The committee will make proposals to MYM's management on ethical issues of the company.
- The committee may make funding proposals to the managers, regarding active support for associations working in the field of digital responsibility, women's rights and the protection of children and minors.

B) POWERS AND DUTIES

The Ethics Committee is an advisory body whose decisions are made democratically by a simple majority of its members.

C) OPERATION AND MECHANISM

The Ethics Committee will meet twice a year at the headquarters, but also as often as the interests of MYM require, in various forms that are suitable for all participants (videoconference, conference call...).

The Ethics Committee can be seized by one of its members, by simple notification to all its peers.

IV. MYM'S VALUES

The Ethics Committee is responsible for MYM's compliance with its core values, which are as follows:

- **Accountability:** MYM is a digital platform that believes in the importance of greater platform accountability. Accordingly, MYM is committed to fight against any illegal or dangerous content. In addition, MYM's ambition is to be exemplary in terms of accountability of digital platforms and therefore the security of their users.

- **Transparency:** MYM is committed to the notion of transparency and wishes to create an environment conducive to sharing, including all the company's stakeholders (creators, fans, associations, public authorities, etc.).
- **Trust:** MYM aspires to make the platform a safe place for its users. This implies a relationship of proximity and exchange with its users.

V. MYM'S COMMITMENTS

MYM is committed to both its personal community and civil society to implement measures that uphold the above-mentioned values and to fight, as a priority, for the detection, reporting and removal of so-called "3P" accounts:

- Online Prostitution,
- Online child Pornography,
- Online Proselytizing (religious, terrorists, sects, illegal practice of medicine).

In addition, MYM is committed to protecting the personal data of its users, by applying, as it should, the GDPR, and, beyond that, by submitting its systems to an annual security audit, and by preventing, through the use of appropriate tools, any misuse or illegal data marketing by third parties.

A) SECURITY MEASURES

MYM wishes to establish a secure environment for all its members (creators/artists/personalities, fans, and ambassadors) by holding everyone accountable for its content. To achieve this, MYM has developed an arsenal of state-of-the-art tools that support and underline its ambitions.

a) ID-verification

- AI-based age estimation tool applied to each user of the S2 2021 platform – YOTI Technology, to effectively check on the majority of members wanting to access restricted content.
- User account certification tool (Identity verification: authenticity, non-impersonation, as well as age). Initially at the discretion of the fans, it can be imposed on them if the age simulator requires a confirmation of majority.
- Certification of creators' accounts is required to get paid or to take advantage of the tools of the platform as soon as €200 are accumulated on the fund.

b) Securing and personalizing financial relations

- API connections with tax authorities to facilitate tax returns and collaborate locally with the administrations. In progress. Integration planned for S1 2022.
- Supporting entrepreneurs by helping them achieve legal compliance.

Example: integration of [LegalPlace](#) tools into the MYM creators' interface to help them create their legal structure and thus be able to invoice in due form the revenues generated on the platform (professional status).

- Securing payments with the extended application of the 3DS protocol on the majority of banking transactions.
- Double pricing of subscriptions and private media applicable by creators to their fans according to their "certified" or "non-certified" status.

c) Protection of personal data

- MYM will not resell personal data.

B) CRISIS MANAGEMENT

MYM has a set of tools to quickly manage a crisis, crisis meaning notably:

- The distribution of "3P"-type content
- A situation of danger or harassment between fans and creators
- A data theft (content or personal data)
- A cyber-attack leading to a massive data leak

Thus, MYM is now able to respond in less than two hours to a serious content-related issue.

1. All content is reportable via a unique button.
2. Support: via our customer relationship management tool Zendesk, business rules help prioritize urgent tickets, i.e. those concerning a privacy violation, a court order, etc.

How do we do it?

- According to the subject of the request selected in the ticket contact form.
- By detecting specific keywords in the tickets received (e.g. "violation").
- In the event of a cyber-attack, a crisis unit initiated with Haas law firm will be set up.
- In addition, MYM will implement a network monitoring and identity theft detection tools.
- MYM is particularly raising awareness among the Top 20 creator accounts, to prevent hacking attempts.

- In the event of theft and illegal commercialization of user data, MYM will implement a defined and clear response process, based on the recommendations of legal and cybersecurity experts.

C) TRUSTED THIRD PARTY

MYM positions itself as the preferred intermediary between creators and fans, in order to make the platform a safe place for all users.

In addition to a customer relationship aiming for the closest possible relationship with the users (answers in less than 2 hours, 24/7, multi-languages), MYM takes the following measures:

a) Messaging system

Given the existence of a messaging system on the platform, MYM will carry out specific moderation and control of the content of messages exchanged between creators and their fans.

These actions, which will be based on the intervention of both AI and human moderation, will only aim at the control of messages containing illegal or dangerous content, which will result in an immediate information of the recipient, whether a fan or creator, and, if necessary, a report to the authorities.

b) Monetization

MYM wants to communicate in a transparent manner on its business model, the financial functioning of the platform and the economic relations between fans and creators, so that creators, and those of its users who request it, can be informed, so that each and every one receives his or her "fair share".

c) Algorithms

MYM will describe in a clear manner, to those of its users who request it, the way in which the algorithms are used.

d) Dialogue within the MYM community

MYM is committed to creating a space for dialogue with members of its community who wish to do so, whether they are fans or creators.

D) AUDITS

MYM undertakes to carry out an annual security audit with an independent institution such as Claranet, a specialist in outsourcing and security audits.

In addition, MYM will maintain working relationships with the competent authorities in the field of digital security and digital platforms (in France: ANSSI, CNIL, etc.)

E) LABELLING

MYM's goal is to obtain the highest level of digital labelling with French and European authorities and is committed to always strive for the highest level of excellence in terms of security.

F) ASSOCIATIVE COMMITMENTS

MYM is committed to supporting, especially financially, associations engaged in the following sectors:

- Digital ethics
- Women's rights
- Protection of children and minors

The Ethics Committee will be able to make any proposals to implement this commitment.

Signatories

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