Host Policy

Ulla Live

Terms, conduct standards, earnings rules, and platform obligations for all Ulla Live Hosts

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Effective: 12 October 2026 **Status:** Active & Binding **Applies to:** All Ulla Live Hosts **Supersedes:** All Prior Versions

This Host Policy ("**Policy**") applies to every user who applies for, holds, or has previously held Host status on Ulla Live. It exists alongside — and does not replace — the general Terms of Service. By submitting a host application or going live on Ulla Live, **you agree to this Policy in full.**

1. Eligibility & Application

- You must be at least **18 years old** and the sole, verified owner of your Ulla Live account.
- You must complete the host application truthfully, including submitting a clear, recent selfie for identity verification. Submitting false or impersonated documents will result in permanent suspension and may be reported to relevant authorities.
- Only one host account is permitted per person. Operating multiple accounts — or allowing another person to operate your account — voids your host status immediately.
- Ulla Live reserves the right to approve or reject any application at its sole discretion, without obligation to provide a reason.
- Hosts registered under an agency are also subject to that agency's additional rules. Agency membership does not exempt a host from this Policy.

2. Live Stream Standards

Every live stream you broadcast on Ulla Live must comply with the following standards:

- **Be the person on screen.** Your face must be clearly visible for the majority of each stream. Impersonating another person, using identity-altering filters, or broadcasting pre-recorded footage as live is prohibited.
- **No nudity or sexual content.** Partial or full nudity, sexually suggestive acts, or sexually explicit content is strictly forbidden.
- **No minors on stream.** You must not feature children or minors in your live stream for any reason.
- **No hate speech or harassment.** Content promoting discrimination, threats, or harassment on any protected characteristic is prohibited.
- **No self-harm or dangerous content.** Content depicting or encouraging self-harm, suicide, violence, or illegal activity is prohibited.
- **No off-platform solicitation.** All monetisation must flow through official in-app gifting only.
- **No gambling or pyramid schemes.** You must not operate, promote, or facilitate any form of gambling, lottery, MLM, or financial scheme.
- **No drug or alcohol promotion.** You must not use or display illegal substances or encourage their use.
- **Respect viewer privacy.** Do not disclose personal information about any viewer without explicit consent.

3. PK Battle Rules

- PK Battles must be conducted fairly. Coordinating fake results, colluding with opponents, or manipulating outcomes is prohibited.
- Punishments must remain within community standards — humiliating, physically harmful, or sexually suggestive punishments are not permitted.
- If you accept a PK challenge you are expected to complete it. Abandoning battles to avoid fair outcomes is treated as misconduct.

4. Coin Earnings & Payouts

- As a host, you earn **100% of the coin value** of gifts sent to you. Agency hosts receive an additional bonus determined by their agency's rank tier — credited on top of the 100% base.
- Earnings are denominated in Ulla Live Coins and converted to real-world value at the prevailing withdrawal rate at the time of withdrawal.
- Withdrawals are subject to minimum balance thresholds and identity verification. Ulla Live may withhold or reverse payouts where fraud, policy violations, chargebacks, or disputes are involved.
- Tax obligations from host earnings are entirely your responsibility.
- Artificially inflating earnings through self-gifting, multiple accounts, or any artificial means results in immediate suspension and forfeiture of all pending earnings.

5. Agency Relationships

- Joining an agency is voluntary. Your agency earns a commission bonus above and beyond your 100% share — paid by Ulla Live, not deducted from your earnings.
- An agency may remove you from its roster. Ulla Live is not responsible for host–agency disputes beyond enforcing this Policy.
- Agencies do not own your account, audience, or content. They may not instruct you to violate this Policy or the Terms of Service.
- If you leave or are removed from an agency, your host status remains unaffected provided you are in good standing.

6. Account Status

Pending: Application under review — live streaming disabled until approved.

Under Review: Account flagged for additional checks — live streaming temporarily disabled.

Approved: Good standing — you may go live at any time subject to this Policy.

Suspended: Host privileges temporarily removed. Existing earnings above the withdrawal threshold may still be withdrawn unless fraud or a legal hold applies.

Rejected: Application denied. You may re-apply after 90 days unless permanently banned.

7. Intellectual Property

- You retain ownership of original content you create. By going live you grant Ulla Live a worldwide, royalty-free, non-exclusive licence to record, store, display, promote, and distribute highlights or clips for the purpose of operating and marketing the Service.
- You must not stream or incorporate content (music, video, images, logos) that you do not own or have a licence to use. Copyright violations may result in immediate termination and suspension of host status.

8. Conduct Off-Stream

- Your behaviour in chat, direct messages, and on other platforms where you identify as a Ulla Live host is subject to this Policy equally.
- You must not use your host status to solicit or coerce users into any action they have not freely chosen.

9. Enforcement

- Violations may result in a formal warning, temporary stream ban, host status suspension, forfeiture of pending earnings, or permanent account termination — depending on severity, frequency, and intent.

- Ulla Live's enforcement decisions are final. You may appeal via in-app Support, but Ulla Live is not obligated to reinstate any account or earnings.

10. Rewards & Ranking

Ulla Live operates a multi-tier reward system that distributes platform coins to hosts based on live activity and performance. All reward amounts, thresholds, and eligibility windows may be adjusted at any time.

10.1 New Host Reward

Hosts approved within the eligibility window (currently **7 days** from approval) qualify for a daily New Host Reward, credited at end-of-day.

10.2 Ordinary Host Reward

Any approved host who completes a minimum of **60 minutes** of live streaming in a single day qualifies for a daily reward of **2,000 coins**.

10.3 Audio Board Reward

The Audio Board Reward is earned by **guests** who take a speaker seat on an audio board — not by the host of the room. A guest earns **500 coins** after **60 minutes** seated and a further **500 coins** after **120 minutes** seated in a single day. Seated time is measured by the platform, excludes any time the guest is muted, and adds up across rooms; each guest's timer is shown on their seat. Rewards are credited to the guest's coin balance, subject to the daily cap.

10.4 Host Task Level Rewards

The Host Task Level system ranks active hosts by cumulative performance over a rolling **7-day window**. There are currently **10 levels:**

Level	7-Day Target	60 min Reward	120 min Reward	Daily Max	Status
Level 1	200,000	2,000	2,000	4,000	Active
Level 2	400,000	4,000	4,000	8,000	Active
Level 3	800,000	8,000	8,000	16,000	Active
Level 4	1,200,000	10,000	10,000	20,000	Active
Level 5	2,000,000	15,000	15,000	30,000	Active
Level 6	3,000,000	20,000	20,000	40,000	Active
Level 7	4,500,000	25,000	25,000	50,000	Active
Level 8	6,000,000	30,000	30,000	60,000	Active
Level 9	8,000,000	40,000	40,000	80,000	Active
Level 10	10,000,000	50,000	50,000	100,000	Active
Ordinary Host (below Level 1)	< 200,000	2,000	—	2,000	Active

Coin values are indicative and subject to change. Rewards credited daily at 23:59 platform time.

10.5 Reward Eligibility Rules

- All rewards require host status to be **Approved** on the day earned. Suspended or banned hosts forfeit that day's rewards.
- Only live minutes accrued through the official Ulla Live app count toward reward thresholds.
- Overlapping or duplicate sessions are deduplicated — only the valid window is counted.
- Rewards are credited at **end of day (23:59 platform time)**.
- Task-level rewards are **not** included in Agency Performance calculations.

10.6 Fraud & Abuse

- Artificially inflating live session time (bots, automation, looping streams, coordinated inflation) is strictly prohibited.
- Rewards earned through fraudulent sessions will be reversed, and host status may be permanently terminated.
- Ulla Live reserves the right to audit session logs and reward transaction history at any time.

10.7 Changes to Reward Rates

Reward amounts, level thresholds, daily caps, and eligibility windows may be adjusted at any time. Changes take effect from the next reward calculation cycle.

11. Changes to This Policy

We may update this Policy from time to time. Continuing to hold host status or going live after changes take effect constitutes acceptance of the revised Policy. Material changes will be communicated through the app where reasonably practicable.

12. Contact

For questions about this Policy, contact us at livetwo.tdr@gmail.com or submit a Help & Support ticket from within the app.

ACKNOWLEDGED BY HOST	FOR & ON BEHALF OF ULLAS ENTERTAINMENT
Signature Date	Authorised Signatory