



Exhibit A

Bria AI Content Guidelines

- A. You may not use a Product to generate, edit or modify an Output or Customer Content if you know (or reasonably should know) their use, standalone or in combination with Customer’s product and/or service and/or Customer Content, would:
 - 1. Infringe third party copyright, trade secret or any third-party proprietary rights, including privacy and publicity rights.
 - 2. Be deemed unfair or deceptive under the consumer protection laws of any jurisdiction.
 - 3. Impersonate another person.
 - 4. Promote illegal drugs, violate export control laws, relate to illegal gambling, or illegal arms trafficking.
 - 5. Be deemed unlawful, defamatory, libelous, threatening, pornographic, harassing, hateful, racially or ethnically offensive, or encourages conduct that would be considered a criminal offense, give rise to civil liability, violate any law, or would be otherwise inappropriate.
 - 6. Imply or state endorsements of political parties or other opinion-based movements.
 - 7. Be otherwise malicious or fraudulent.
- B. You may not prompt a Product with Customer Content that is unlawful, infringes third party copyright, trade secret or any third-party proprietary rights, including privacy and publicity rights.