

Community Guidelines

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Plain English overview

Standards for respectful, safe and positive participation in the Mosey community.

Chapter 1: Building the Mosey Community

Effective 27 July 2026

Plain English summary

Mosey exists to encourage healthier lifestyles, support local communities and make physical activity rewarding. These Community Guidelines explain the standards of behaviour expected from everyone using Mosey. Our goal is to create a community where members feel safe, respected and encouraged.

1. Purpose

These Community Guidelines form part of the Mosey Legal Suite and should be read together with the:

- Terms & Conditions
- Fair Play & Anti-Cheat Policy
- Privacy Policy
- Rewards Terms

They apply wherever members interact through Mosey.

2. Our Community Values

We want Mosey to be a place where members:

- encourage one another
- celebrate achievements
- support charitable causes
- respect different backgrounds and abilities
- compete fairly
- help build stronger communities

Every member contributes to the atmosphere of the platform.

3. Who These Guidelines Apply To

These Guidelines apply to all members, including those participating in:

- leaderboards
- community challenges
- future clubs or groups
- messaging features
- comments
- events
- promotional campaigns

They also apply to future community features introduced by Moseyaround Limited.

4. Respect Others

Members should treat others with courtesy and respect.

We encourage:

- constructive feedback
- friendly competition
- kindness
- patience
- inclusion

Disagreements may occur, but they should remain respectful.

5. Honest Participation

Community features should reflect genuine participation.

Members should:

- earn achievements fairly
- respect competition rules
- avoid misleading others
- report suspected abuse responsibly

Fair participation helps maintain trust throughout the Mosey community.

6. Positive Communication

When communicating through Mosey, members should:

- be polite
- remain respectful
- avoid personal attacks
- communicate honestly
- contribute positively to discussions

We encourage conversations that motivate and inspire others.

7. Inclusivity

Mosey welcomes members from all backgrounds.

We aim to create an environment that is inclusive regardless of:

- age (where eligible)
- disability
- race
- ethnicity
- religion or belief
- sex
- sexual orientation
- gender reassignment
- pregnancy or maternity
- marriage or civil partnership

Discrimination or exclusion based on protected characteristics will not be tolerated.

8. Accessibility

We recognise that members have different abilities and circumstances.

We encourage patience and understanding towards users who may require accessibility features or reasonable adjustments.

Accessibility helps strengthen the entire community.

9. Healthy Competition

Leaderboards and challenges are intended to encourage participation, not hostility.

Members should:

- celebrate success respectfully
- encourage newcomers
- avoid taunting or intimidation
- accept results fairly

Winning should never come at the expense of respect for others.

10. Supporting Charity

Charitable giving is an important part of Mosey.

Members are encouraged to support charitable initiatives respectfully.

No member should pressure another person to donate or criticise someone else's decision about whether or not to participate in charitable campaigns.

11. Reporting Concerns

If you encounter behaviour that appears to breach these Community Guidelines, you are encouraged to report it through the appropriate reporting tools or by contacting our support team.

Reports should be:

- truthful
- made in good faith
- supported by relevant information where possible

False or malicious reports may themselves breach these Guidelines.

Chapter 2: Unacceptable Behaviour & Community Safety

Effective 27 July 2026

Plain English summary

Most Mosey members are respectful and supportive. These rules exist to protect the community from behaviour that makes others feel unsafe, unwelcome or unfairly treated. The examples below are not exhaustive. Similar behaviour that undermines the community may also result in action.

12. Harassment and Bullying

Members must not engage in behaviour that intimidates, humiliates or repeatedly targets another person.

Examples include:

- repeated unwanted contact
- abusive messages
- personal insults
- encouraging others to target a member
- mocking someone's appearance, ability or achievements
- attempting to exclude another member from community activities

Friendly competition is encouraged; bullying is not.

13. Hate Speech and Discrimination

Mosey is committed to creating an inclusive community.

Content or behaviour that promotes hatred, discrimination or hostility towards individuals or groups based on protected characteristics is prohibited.

This includes, but is not limited to:

- racist language
- religious hatred
- sexism
- homophobia
- transphobia
- ableism
- antisemitism
- Islamophobia
- other discriminatory conduct

14. Threats and Intimidation

Members must not threaten, intimidate or attempt to frighten others.

This includes:

- threats of violence
- threats of property damage
- encouraging self-harm or harm to others
- blackmail or coercion
- repeated intimidation

Where necessary, Moseyaround Limited may report credible threats to the appropriate authorities.

15. Impersonation

Members must not falsely represent themselves as:

- another member
- a Moseyaround Limited employee
- a charity partner
- a commercial partner
- a public authority
- any other individual or organisation

Parody accounts may also be restricted if they are likely to mislead others.

16. Spam and Unauthorised Promotion

Members must not use Mosey to distribute:

- spam
- chain messages
- unsolicited advertising
- repeated promotional content
- misleading referral links
- unauthorised commercial activity

Commercial promotions require the prior approval of Moseyaround Limited.

17. Scams and Fraudulent Activity

Members must not use Mosey to:

- deceive others
- obtain financial gain dishonestly
- distribute phishing links
- request passwords or security codes
- impersonate support staff
- promote fraudulent schemes

Such activity may result in immediate suspension while an investigation is carried out.

18. False or Misleading Information

Members should avoid knowingly sharing false or misleading information that could:

- deceive other members
- undermine confidence in Mosey
- cause financial loss
- interfere with charity campaigns
- damage legitimate businesses or organisations

Honest mistakes will generally be treated differently from deliberate deception.

19. Privacy of Others

Respecting privacy is fundamental to the Mosey community.

Members must not share another person's personal information without their permission.

Examples include:

- home addresses
- telephone numbers
- email addresses
- private photographs
- health information
- financial information
- any other information that could reasonably identify another individual

20. Inappropriate Usernames and Profile Images

Usernames, display names and profile images must not:

- contain offensive language
- promote hatred or violence
- impersonate others
- infringe intellectual property rights
- contain sexually explicit material
- encourage criminal activity
- otherwise undermine the community standards of Mosey

Moseyaround Limited may require members to change inappropriate usernames or profile images.

21. Illegal or Harmful Content

Members must not use Mosey to publish, promote or distribute content that is unlawful.

Examples include:

- criminal activity
- terrorist content
- child exploitation material
- malware
- copyright infringement
- content encouraging serious criminal offences

Any such content may be removed immediately and reported where legally required.

22. Dangerous Activities

Mosey encourages healthy activity, not reckless behaviour.

Members must not encourage or promote activities that create an unreasonable risk of harm, including:

- dangerous driving
- trespassing
- unsafe stunts
- interference with emergency services
- encouraging others to ignore safety advice

Members are responsible for exercising good judgement while participating in activities inspired by Mosey.

23. Future Messaging and Social Features

If Mosey introduces direct messaging, clubs, forums or similar social features, members must continue to comply with these Community Guidelines.

Additional rules may be introduced for specific community features where appropriate.

24. Reporting and Moderation

Members are encouraged to report behaviour that appears to breach these Guidelines.

Reports should:

- be made honestly
- include relevant information where possible
- avoid malicious or retaliatory motives

We will assess reports fairly and proportionately.

25. Enforcement

Where these Community Guidelines are breached, Moseyaround Limited may take action including:

- providing guidance
- issuing warnings
- removing content
- restricting community features
- temporarily suspending an account
- permanently terminating an account in serious or repeated cases

The action taken will generally reflect the seriousness of the conduct and any previous history.

26. Appeals

Members who believe moderation action has been taken incorrectly may submit an appeal.

Appeals should explain why the member believes the decision should be reviewed and include any relevant information.

Where reasonably practicable, appeals will be reviewed by someone who was not responsible for the original decision.

Chapter 3: Moderation, Community Features & Final Provisions

Effective 27 July 2026

Plain English summary

Moderation exists to protect the community—not to discourage participation. We aim to apply these Guidelines fairly, consistently and proportionately, recognising that context matters and that most members use Mosey responsibly.

27. Our Approach to Moderation

Moseyaround Limited aims to moderate the community in a way that is:

- fair
- consistent
- proportionate
- transparent where appropriate
- respectful of members

Moderators will consider the context of each situation before taking action wherever reasonably practicable.

28. Content Moderation

Where community features allow members to create or share content, we may:

- review reported content
- remove content that breaches these Guidelines
- temporarily hide content while it is reviewed
- restore content where appropriate following an appeal

Not every report will result in content being removed.

29. User-Generated Content

Members remain responsible for the content they create and share through Mosey.

By submitting content, you confirm that:

- you have the right to share it
- it does not knowingly infringe another person's rights
- it complies with these Community Guidelines and the Terms & Conditions

You retain ownership of your original content, but grant Moseyaround Limited a non-exclusive, worldwide, royalty-free licence to host, display and process that content for the purpose of operating and promoting the Mosey platform. This licence ends when the content is removed from our services, except where we are legally required to retain it or where it has already been incorporated into aggregated or anonymised records.

30. Community Challenges and Events

Mosey may organise:

- walking challenges
- charity campaigns
- seasonal events
- local community initiatives
- promotional competitions

Additional rules may apply to specific events and will be published where appropriate.

Participation in community events is voluntary.

31. Clubs, Groups and Local Communities

Future versions of Mosey may allow members to create or join:

- clubs
- local groups
- workplace teams
- charity teams
- community organisations

Group organisers must also comply with these Community Guidelines and must not use Mosey to exclude, exploit or discriminate against others.

32. Protection of Volunteers and Charity Partners

Mosey values its relationships with charities, volunteers and community organisations.

Members must not:

- harass volunteers
- abuse charity representatives
- misrepresent charity partnerships
- interfere with fundraising activities
- misuse the names or branding of partner organisations

Respectful engagement helps maintain trust between Mosey and its partners.

33. Accessibility and Inclusion

We are committed to making Mosey as accessible and inclusive as reasonably practicable.

As the platform develops, we aim to improve:

- accessibility features
- readable design
- compatibility with assistive technologies
- inclusive community experiences

We welcome constructive feedback that helps us improve accessibility for everyone.

34. Good Faith Participation

Members are encouraged to:

- report problems honestly
- help newcomers
- suggest improvements
- participate respectfully
- support a positive community culture

Constructive feedback helps us improve Mosey for everyone.

35. Changes to the Community Guidelines

As Mosey grows, these Community Guidelines may be updated to reflect:

- new community features
- technological developments
- changes in law
- moderation experience
- feedback from members

Where changes materially affect members' rights or responsibilities, we will provide reasonable notice where appropriate.

36. Contact Us

If you have questions about these Community Guidelines or wish to report a concern, you can contact:

support@moseyaround.com – General support

legal@moseyaround.com – Legal enquiries

37. Relationship with Other Documents

These Community Guidelines form part of the Mosey Legal Suite and should be read together with:

- Terms & Conditions
- Privacy Policy
- Rewards Terms
- Fair Play & Anti-Cheat Policy
- Accessibility Statement
- Security Statement

Where there is any inconsistency, the Terms & Conditions will generally prevail unless another document expressly provides otherwise.

38. Final Statement

Mosey is built on the belief that healthier lifestyles, stronger communities and charitable giving can go hand in hand.

These Community Guidelines are intended to support a welcoming environment where members feel safe, respected and encouraged to participate honestly.

By working together, we can build a community that celebrates achievement, supports local causes and inspires people to stay active.