

# Acceptable Use Policy

Keystone Digital LLC Last updated: \_\_\_\_\_

This Acceptable Use Policy ("AUP") governs how Keystone Digital LLC clients ("Client," "you") may use the Keystone AI receptionist, SMS lead-capture flows, and related services (the "Services"). It is incorporated by reference into the **Service Agreement** you signed with Keystone.

If you violate this AUP, we may suspend or terminate your account per Section 10 of the Service Agreement. Repeated or severe violations may also be reported to Twilio, the FCC, the FTC, the Pennsylvania Attorney General, or law enforcement, as appropriate.

---

## 1. Lawful use only

You may only use the Services for the lawful operation of your service business. You may not use the Services to:

- Engage in any activity that violates federal, state, or local law.
- Impersonate any person or business other than the one named in your scope (Exhibit A).
- Conduct fraud, phishing, romance scams, fake-charity solicitation, or any deceptive practice.
- Sell, distribute, or market illegal goods (controlled substances, stolen goods, unregistered firearms, counterfeit items, etc.).

## 2. No spam, no robocalling

You may not use the Services (especially SMS) to:

- Send unsolicited bulk messages or marketing texts to recipients who have not opted in.
- Place outbound robocalls.
- Make calls or send texts that violate the **TCPA** (Telephone Consumer Protection Act), **CAN-SPAM Act**, or FCC rules on autodialing and prerecorded messages.
- Mask or spoof caller ID in violation of the **TRACED Act**.

The AI receptionist is for **inbound** calls only. Outbound notifications (e.g., "your appointment is tomorrow") to people who already gave you their number for that purpose are permitted; outbound marketing is not.

## 3. Pennsylvania call recording (two-party consent)

Pennsylvania is a **two-party consent** state under 18 Pa.C.S. § 5704. If you enable call recording in your Keystone setup:

- The AI receptionist must announce that the call is being recorded at the start of the call (Keystone's default scripts do this).
- You may not disable that announcement.
- You may not record other states' callers without complying with their state's law as well — if you serve customers in multiple states, default to "always announce."

## 4. Restricted industries

The Services are not designed for, and may not be used for, the following without a separate written agreement with Keystone:

- Medical advice or diagnosis (HIPAA-regulated)
- Legal advice

- Debt collection (FDCPA)
- Cryptocurrency, securities, or investment advice
- Adult content
- Cannabis or controlled-substance commerce
- Online gambling

If your business touches one of these areas, talk to us first — we may be able to help under a tailored contract.

## 5. Honest representations

You may not:

- Have the AI receptionist claim to be a human if a caller directly asks "am I speaking to a real person?" The default scripts handle this honestly; you may not modify them to lie.
- Make pricing, warranty, or capability claims through the AI that you cannot back up.
- Use the Services in a way that creates false reviews, fake testimonials, or astroturfed engagement.

## 6. Volume and abuse

Each tier has a soft monthly call-volume cap (Starter: 200; Pro: 500). Exceeding the cap is fine in normal business operation — we'll reach out to upgrade your tier if you regularly exceed it. **Abusing** volume (e.g., self-calling to inflate metrics, using the AI as a stress-test target, generating loops) is grounds for immediate suspension.

## 7. Security and access

- Don't share your dashboard login. Use your own.
- Don't probe, scan, or attempt to break the Services or other clients' deployments.
- Don't use the Services to host or distribute malware, phishing kits, or stolen data.

## 8. Reporting violations

If you believe another Keystone client is misusing the Services, email [keystonedigitalLLCdm@gmail.com](mailto:keystonedigitalLLCdm@gmail.com) with details. We investigate every credible report.

## 9. Enforcement

Keystone reserves the right to:

- Audit your call transcripts and SMS flows for AUP compliance.
- Pause your service immediately if a violation is causing imminent legal exposure to Keystone or to other clients.
- Terminate per Section 10 of the Service Agreement.

We try to give a written warning and 15-day cure period for borderline issues; we do not extend that courtesy to fraud, illegal activity, or willful spam.

## 10. Changes

If we change this AUP, we'll update the "Last updated" date above and notify active clients by email at least 30 days before material changes take effect.

## 11. Contact

**Keystone Digital LLC** Drake Moyer Bedford, PA (814) 515-6900 [keystonedigitalLLCdm@gmail.com](mailto:keystonedigitalLLCdm@gmail.com)