

用户协议 / USER AGREEMENT

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1、导言 / Introduction

欢迎您使用“蓝海跨境智投中心”软件及相关服务! / Welcome to use “Blue Sea Global Marketing Center” software and related services!

“蓝海跨境智投中心”软件及相关服务,系指上海无界智投网络科技有限公司(以下简称“公司”或“我们”)以网页形式向您提供的跨境广告投放管理服务(以下简称“本产品”),包括但不限于文字,图片,视频生成等服务。本用户协议是您与公司之间就注册,登录,使用本产品及相关服务所订立的协议(以下简称“本协议”)。 / “Blue Sea Global Marketing Center” software and related services refer to cross-border advertising management services provided by Shanghai Boundless Smart Investment Network Technology Co., Ltd. (hereinafter referred to as “Company” or “We”) in the form of web pages (hereinafter referred to as “this Product”), including but not limited to text, image, video generation services, etc. This User Agreement is an agreement between you and the Company regarding registration, login, and use of this Product and related services (hereinafter referred to as “this Agreement”).

为了更好地为您提供服务,请您在开始使用本产品及相关服务之前,认真阅读并充分理解本协议,特别是涉及免除或者限制责任的条款,权利许可的条款,法律适用和争议解决条款等。其中,免除或者限制责任条款等重要内容将以加粗形式提示您注意,您应重点阅读。 / To better provide you with services, please carefully read and fully understand this Agreement before you start using this Product and related services, especially the clauses that exempt or limit liability, license rights, and governing law and dispute resolution. The clauses that exempt or limit liability are highlighted in bold for your attention.

如您不同意本协议,这将导致我们无法为您提供完整的产品和服务,您也可以选择停止使用。 / If you do not agree to this Agreement, this will result in our inability to provide you with complete products and services. You may choose to stop using them.

如您自主选择同意或使用本产品及相关服务,则视为您已充分理解本协议,并同意作为本协议的一方当事人接受本协议以及其他与本产品及相关服务相关的协议和规则(包括但不限于《蓝海跨境智投中心隐私政策》)的约束。 / If you voluntarily agree to or use this Product and related services, you shall be deemed to have fully understood this Agreement and agreed to be bound by this Agreement and other agreements and rules related to this Product and related services (including but not limited to the “Blue Sea Global Marketing Center Privacy Policy”).

2、本产品及相关服务 / This Product and Related Services

2.1 本产品及相关服务的适用人群仅为企业用户。 / This Product and related services are

only provided to enterprise users.

2.2 本产品及服务生成的内容仅供您参考,您不得将输出的内容用于违反法律法规,公序良俗或本协议约定的用途。/ The content generated by this Product and related services is for your reference only. You shall not use the output for purposes that violate laws, regulations, public order, or this Agreement.

2.2.1 若涉及对您或者相关方可能会产生重大影响的情形(例如与医疗,财务,投资,保险,法律,食品安全,营养学等有关的场景或目的),建议您咨询相关专业人士。本产品的输出不应成为您进一步作为或不作为的依据。/ If involving situations that may have significant impact on you or related parties (for example, scenarios or purposes related to medical, financial, investment, insurance, legal, food safety, nutrition, etc.), it is recommended that you consult relevant professionals. The output of this Product should not become the basis for your further actions or inactions.

2.2.2 您根据输出的内容所作出的任何判断或者据此作出的后续相关操作行为,所带来的后果和责任均由您自行承担,包括因对输出的内容真实性,准确性,可靠性,不侵权或满足特定目的的依赖而产生的风险,以及将输出内容用于商业用途而产生的风险。您应科学理性认识和依法使用生成式人工智能技术。/ You shall bear all consequences and responsibilities arising from any decisions you make based on the output or subsequent related operations, including risks arising from reliance on the authenticity, accuracy, reliability, non-infringement, or fitness for a particular purpose of the output, as well as risks arising from using the output for commercial purposes. You should scientifically and rationally understand and lawfully use artificial intelligence technology.

2.3 本产品及相关服务提供的专业咨询(如医疗,法律等)相关生成内容,是基于数据分析模型答复,可能出现错误或遗漏,本服务对其答复内容的准确性,完整性和功能性不作任何保证。本服务并非旨在替代,亦无法替代专业人士的建议。若您需要医疗,法律等专业意见,必须咨询相关专业人士。/ Professional consulting content (such as medical, legal, etc.) provided by this Product and related services is based on data analysis model responses and may contain errors or omissions. The Company does not guarantee the accuracy, completeness, or functionality of such content. This service is not intended to replace, nor can it replace professional advice. If you need professional advice such as medical or legal, you must consult relevant professionals.

3、关于账号 / About Account

3.1 本产品及相关服务为您提供了注册通道,您有权选择合法的字符组合作为自己的账号,并自行设置符合安全要求的密码。您设置的账号,密码,收到的验证码以及邀请码,是您用以登录并以注册您的用户身份使用本产品及相关服务的凭证。本产品及相关服务的核心功能是广告账户管理及数据分析,需您登录账号后方可使用。/ This Product and related services provide you with a registration channel. You have the right to choose a valid character combination as your account and set a password that meets security requirements. Your account, password, verification code, and invitation code are credentials for you to log in and use this Product and related services as a registered user. The core function of this Product and related services is advertising account management and data analysis, which

requires you to log in before using.

3.2 在注册, 使用和管理账号时, 您应保证注册账号时填写的企业信息的真实性, 请您在注册, 管理账号时使用真实, 准确, 合法, 有效的相关企业证明材料及必要信息。依照国家相关法律法规的规定, 为使用本产品及相关服务的部分功能, 您需要填写真实的身份信息, 请您按照相关法律法规规定完成实名认证, 实名认证是对账号使用权归属以及责任承担等进行判断的依据。我们有权对您提交的认证资料进行审核, 若您提交的资料不准确, 不真实, 不规范, 不合法或者我们有理由怀疑其中包含前述内容, 我们有权视实际情况不经通知采取暂停使用, 冻结账号, 注销账号, 不予注册, 收回账号, 暂停或终止提供服务等措施, 由此产生的损失由您自行承担。 / When registering, using, and managing your account, you shall ensure the accuracy of the enterprise information filled in during registration. Please use true, accurate, legal, and valid enterprise proof materials and necessary information when registering and managing your account. In accordance with national relevant laws and regulations, to use some functions of this Product and related services, you need to fill in true identity information. Please complete real-name authentication in accordance with relevant legal provisions. Real-name authentication is the basis for determining the ownership of account usage rights and responsibility bearing. We have the right to review the authentication materials you submit. If your submitted materials are inaccurate, untrue, non-standard, illegal, or we have reasons to suspect they contain the aforementioned content, we have the right to take measures such as suspending use, freezing the account, canceling the account, refusing registration, reclaiming the account, suspending, or terminating service provision without notice based on the actual situation. Any resulting losses shall be borne by you.

3.3 您理解并承诺, 您所设置的账号不得违反国家法律法规及公司的相关规则, 您的账号名称, 头像和简介等注册信息及其他个人信息中不得出现违法和不良信息, 未经他人许可不得用他人名义(包括但不限于冒用他人姓名, 名称, 字号, 头像或其他足以让人引起混淆的方式)开设账号, 不得恶意注册账号(包括但不限于频繁注册, 批量注册账号等行为)。公司有权对您提交的信息进行审核。您在账号注册及使用过程中需遵守相关法律法规, 不得实施任何侵害国家利益, 损害其他公民合法权益, 有害社会道德风尚的行为。 / You understand and promise that the account you set shall not violate national laws and regulations or the Company's relevant rules. Your account name, avatar, profile, and other registration information shall not contain illegal or unhealthy information. You shall not register an account in the name of another person without permission (including but not limited to impersonating another person's name, company name, trade name, avatar, or other ways that can cause confusion), and shall not maliciously register accounts (including but not limited to frequent or batch registration). The Company has the right to review the information you submit. When registering and using accounts, you shall comply with relevant laws and regulations and shall not engage in any acts that infringe national interests, damage other citizens' legitimate rights and interests, or harm social morality and fashion.

3.4 您注册的账号仅限于您所在企业(或被授权的企业人员)使用, 未经公司书面同意, 禁止以任何形式赠与, 借用, 出租, 转让, 售卖或以其他方式许可他人使用该账号。如果公司发现或者有合理理由认为使用者并非账号初始注册人, 为保障账号安全, 公司有权立即暂停或终止向该注册账号提供服务, 并有权永久禁用该账号。 / Your registered account is limited to use by your enterprise (or authorized enterprise personnel). Without the Company's written consent,

you shall not give, lend, rent, transfer, sell, or license the account to others in any form. If the Company finds or has reasonable reasons to believe that the user is not the initial registrant of the account, to protect account security, the Company has the right to immediately suspend or terminate providing services to that registered account and have the right to permanently disable that account.

3.5 本产品的某些服务可能具备账号授权管理功能, 即可将您对服务的全部或部分操作权限授权给您指定的一个或多个被授权账号, 此种情况下, 任一被授权账号下进行的所有操作行为, 均将被视为您通过本人账号所进行的行为; 您理解并同意, 使用用户与授权管理功能是您自行独立审慎判断的结果, 该被授权账号下的所有操作行为以及由此产生的结果, 都将由您自行承担全部责任, 包括由此可能产生的费用。/ Some services of this Product may have account authorization management functions, i.e., you may authorize all or part of your operation rights to one or multiple designated authorized accounts. In this case, all operation behaviors under any authorized account will be deemed as behaviors conducted by you through your personal account; You understand and agree that using the user and authorization management function is your independent and prudent judgment result. All operation behaviors under the authorized account and the results thereof shall be borne entirely by you, including any possible costs arising thereof.

3.6 若您所在企业因自身经营需要, 将其以企业名义进行实名认证的账号交由个人管理的, 应做好权限管控, 并且在管理人员变动时完成内部交接和密码变更以保证企业账号安全。/ If your enterprise needs to transfer the enterprise-verified account to personal management due to its own business needs, it shall do a good job in permission control and complete internal handover and password changes when personnel changes to ensure enterprise account security.

3.7 公司特别提醒您应妥善保管您的账号, 密码, 及验证码。当您使用完毕后, 应安全退出。如因您保管不当等自身原因或其他不可抗因素导致遭受盗号或密码丢失, 验证码被泄露, 您将自行承担相应责任。/ The Company specially reminds you to properly keep your account, password, and verification code. When you finish using them, you should log out safely. If your account is stolen or password is lost, or verification code is leaked due to your improper storage or other reasons or force majeure, you shall bear the corresponding responsibilities.

3.8 账号注销在需要终止使用本产品账号服务时, 符合以下条件的: (1) 您仅能申请注销您所在企业的账号, 并依照本产品的流程进行注销; (2) 您仍应对您在注销账号前且使用本产品及相关服务期间的行为承担相应责任; (3) 注销成功后, 账号记录, 功能等将无法恢复或提供。如您需要注销您的账号, 请按提示进行注销。/ When you need to terminate the use of this Product account service, the following conditions must be met: (1) You may only apply to cancel the account of your enterprise and proceed according to the Product's cancellation process; (2) You shall still bear corresponding responsibilities for your behaviors during the period before account cancellation and while using this Product and related services; (3) After successful cancellation, account records and functions cannot be recovered or provided. If you need to cancel your account, please follow the prompts to cancel.

4、用户个人信息保护 / User Personal Information Protection

关于用户个人信息保护的内容, 请参见《蓝海跨境智投中心隐私政策》。/ For content regarding user personal information protection, please refer to the "Blue Sea Global Marketing Center Privacy Policy".

5、用户行为规范 / User Code of Conduct

5.1 用户行为要求 / User Conduct Requirements

您应当对您使用本产品及相关服务的行为负责, 除非法律允许或者经公司事先书面许可, 您使用本产品及相关服务不得具有下列行为: / You shall be responsible for your use of this Product and related services. Unless permitted by law or with the Company's prior written permission, your use of this Product and related services shall not include:

5.1.1 使用未经公司授权或许可的任何插件, 外挂, 系统或第三方工具对本产品及相关服务的正常运行进行干扰, 破坏, 修改或施加其他影响。/ Using any plugins, hacking tools, systems, or third-party tools not authorized by the Company to interfere with, disrupt, modify, or otherwise affect the normal operation of this Product and related services.

5.1.2 利用或针对本产品及相关服务进行任何危害计算机网络安全的行为, 包括但不限于: (1) 非法侵入网络, 干扰网络正常功能, 窃取网络数据等危害网络安全的活动; (2) 提供专门用于从事侵入网络, 干扰网络正常功能及防护措施, 窃取网络数据等危害网络安全活动的程序, 工具; (3) 明知他人从事危害网络安全的活动的, 为其提供技术支持, 广告推广, 支付结算等帮助; (4) 使用未经许可的数据或进入未经许可的服务器/账号; (5) 未经允许进入公众计算机网络或者他人计算机系统并删除, 修改, 增加存储信息; (6) 未经许可, 企图探查, 扫描, 测试本产品系统或网络的弱点或其它实施破坏网络安全的行为; (7) 企图干涉, 破坏本产品系统或网站的正常运行, 故意传播恶意程序或病毒以及其他破坏干扰正常网络信息服务的行为; (8) 伪造 TCP/IP 数据包名称或部分名称; (9) 对本产品及相关服务进行反向工程, 反向汇编, 反向编译, 翻译或者以其他方式尝试发现本产品的源代码, 模型, 算法和系统的源代码或底层组件; (10) 恶意注册本产品及相关服务的账号, 包括但不限于频繁, 批量注册账号; (11) 开发, 服务与公司和关联公司有竞争可能性的应用程序, 产品, 服务或模型; (12) 违反法律法规, 本协议, 公司的相关规则及侵犯他人合法权益的其他行为。/ Using or engaging in any acts that endanger computer network security against this Product and related services, including but not limited to: (1) Illegal intrusion into networks, interfering with network normal functions, stealing network data, and other activities endangering network security; (2) Providing programs and tools specifically used for engaging in activities that endanger network security such as invading networks, interfering with network normal functions, and stealing network data; (3) Knowing others are engaged in activities endangering network security and providing technical support, advertising promotion, payment settlement, and other assistance; (4) Using unlicensed data or entering unlicensed servers/accounts; (5) Without permission, entering public computer networks or others' computer systems and deleting, modifying, or adding stored information; (6) Without permission, attempting to probe, scan, or test this Product system or network weaknesses or other acts implementing network security destruction; (7) Attempting to interfere with or destroy this Product system or website 正常运行, intentionally spreading malicious programs

or viruses and other acts disrupting normal network information services; (8) Forging TCP/IP packet names or partial names; (9) Reverse engineering, reverse assembly, reverse compiling, translating, or attempting to discover the source code, models, algorithms, and underlying components of this Product; (10) Maliciously registering accounts for this Product and related services, including but not limited to frequent or batch registration; (11) Developing applications, products, services, or models that may compete with the Company and/or its affiliated companies; (12) Violating laws and regulations, this Agreement, the Company's relevant rules, or other acts infringing upon others' legitimate rights and interests.

5.1.3 未经授权冒充他人或获取对本产品及相关服务的访问权； / Unauthorized impersonation of others or obtaining access to this Product and related services;

5.1.4 利用或针对本产品及相关服务从事诈骗, 欺诈, 误导或欺骗性活动, 包括但不限于假冒或将本产品生成的内容表示为人工生成, 剽窃或学术不诚实, 或网络钓鱼, 和或从事其他任何违法违规活动； / Using or engaging in fraud, deception, misleading, or deceptive activities against this Product and related services, including but not limited to falsely representing content generated by this Product as artificially generated, plagiarism or academic dishonesty, or phishing, and any other illegal activities;

5.1.5 以可能侵犯任何第三方隐私的任何方式使用本产品及相关服务, 例如非法收集或披露个人身份信息或教育, 财务或其他受保护的记录, 例如地址, 电话号码, 电子邮件地址, 身份证件中的号码和特征(例如身份证号, 社保账号, 护照号码)或信用卡号码； / Using this Product and related services in any way that may infringe upon any third party's privacy, such as illegally collecting or disclosing personal identity information or education, financial, or other protected records, such as addresses, phone numbers, email addresses, numbers and characteristics from personal identification documents (such as ID numbers, social security numbers, passport numbers), or credit card numbers;

5.1.6 您应正确配置和使用本产品的服务, 并自行采取适当的安全措施对您存储到本产品中, 或通过本产品收集, 存储, 使用, 加工, 传输, 提供, 分析, 转让, 分发, 公开和/或删除(统称“处理”)的数据(“客户数据”)进行保护和备份。您声明并保证您接入本产品的算法, 模型, 数据, 产品, 服务的安全性, 稳定性, 有效性, 不会对我们或我们的关联方的相关系统造成损害, 亦不会对我们或我们的关联方或其他第三方数据造成损害。由于客户数据引起的安全漏洞, 或由于您未按照本条款要求使用本产品而引起的安全漏洞, 由您自行承担。 / You shall correctly configure and use this Product's services and take appropriate security measures to protect and back up data you store in this Product, or data (collectively referred to as "processing") that you collect, store, use, process, transmit, provide, analyze, transfer, distribute, publish, and/or delete through this Product ("Customer Data"). You declare and guarantee that the algorithms, models, data, products, and services you connect to this Product are safe, stable, and effective, and will not cause damage to the related systems of us and/or our affiliates, nor will they cause damage to data of us and/or our affiliates or other third parties. Security vulnerabilities caused by Customer Data, or security vulnerabilities caused by your failure to use this Product in accordance with this clause, shall be your responsibility.

5.1.7 如果公司有理由认为您利用生成式人工智能服务从事违法活动或可能违反上述约定的,

公司可独立进行判断并有权在不事先通知您,公司自行采取处置措施,处置措施包括但不限于警示,限制功能,暂停或者终止向您提供服务,并追究相关法律责任。/ If the Company has reason to believe that you are engaging in illegal activities or may violate the above agreements by using this service, the Company may make independent judgments and take disposal measures without prior notice, including but not limited to warnings, function restrictions, suspension or termination of service provision, and legal liability pursuit.

5.2 信息内容规范 / Information Content Standards

5.2.1 公司非常重视本产品的信息内容治理工作,将努力采取合理的安全措施过滤不当内容。如果您发现本产品及相关服务输出存在任何信息内容管理不当相关风险的,欢迎并感谢您随时通过 client@blueseaglobal.cn 进行反馈。/ The Company attaches great importance to information content governance of this Product and will make reasonable security measures to filter inappropriate content. If you find any information content management risks in the output of this Product and related services, you are welcome to contact us at client@blueseaglobal.cn for feedback.

5.2.2 您输入,输出/生成,制作,评论,上传,发布,传播的信息应自觉遵守法律,行政法规,遵守公共秩序,尊重社会公德和伦理道德,社会主义核心价值观,国家利益,尊重他人合法权益,道德风尚和信息真实性等“七条底线” / Information you input, output, generate, comment, upload, publish, or disseminate shall voluntarily comply with laws and administrative regulations, public order, social ethics and moral standards, core socialist values, national interests, respect for others' legitimate rights and interests, moral standards, and information authenticity (“seven bottom lines”).

6、知识产权 / Intellectual Property

本产品及相关服务中包含的任何文本,图片,视频,音频,软件,代码等内容均受知识产权法保护。未经公司书面授权,您不得擅自复制,分发,修改,传播或用于商业目的。/ Any text, images, videos, audio, software, code, and other content contained in this Product and related services are protected by intellectual property laws. Without the Company's written authorization, you shall not copy, distribute, modify, disseminate, or use them for commercial purposes.

7、免责声明 / Disclaimer

本产品及相关服务按“现状”提供,公司不对其做任何明示或暗示的保证。/ This Product and related services are provided “as is”. The Company does not make any express or implied warranties.

您理解并同意,使用本服务而产生的风险由您自行承担。/ You understand and agree that risks arising from using this service shall be borne by you.

公司不对任何因使用本服务而产生的直接,间接,偶然,特殊或后果性损害承担责任。/ The

Company shall not be liable for any direct, indirect, accidental, special, or consequential damages arising from the use of this service.

8、协议变更 / Agreement Changes

公司有权根据业务需要对本协议进行修改。修改后的协议将在公司网站公布。如您继续使用本服务, 则视为接受修改后的协议。/ The Company has the right to modify this Agreement based on business needs. The modified Agreement will be published on the Company's website. If you continue to use this service, you shall be deemed to have accepted the modified Agreement.

9、法律适用与争议解决 / Governing Law and Dispute Resolution

本协议的订立, 执行和解释均适用中华人民共和国法律。因本协议引起的或与本协议有关的任何争议, 双方应友好协商解决; 协商不成的, 任何一方均有权向公司所在地人民法院提起诉讼。/ This Agreement shall be governed by the laws of the People's Republic of China. Any disputes arising from or related to this Agreement shall be resolved through friendly negotiation between both parties; if negotiation fails, either party may file a lawsuit with the people's court at the Company's location.

10、其他 / Miscellaneous

本协议是您与公司之间关于本产品及相关服务的完整协议, 取代双方之前就本产品及相关服务达成的任何口头或书面协议。/ This Agreement is the complete agreement between you and the Company regarding this Product and related services, superseding any prior oral or written agreements reached between both parties regarding this Product and related services.

如您有任何问题, 请联系: client@blueseaglobal.cn / If you have any questions, please contact: client@blueseaglobal.cn

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