



Code of Ethics

VOIZE Community Code for Positive and Responsible Influence



Purpose

To build a safe, ethical, and inspiring digital ecosystem in Malaysia by empowering creators to use their platforms responsibly, while protecting creative freedom and uplifting public trust.

Principles & Guidelines

1. Authenticity & Honesty

Creators must be truthful and genuine. Misleading claims, fake testimonials, or misrepresentation are strongly discouraged.

- Clearly disclose sponsored content (e.g. #Ad, #Sponsored)
- Avoid doctored or deepfake content that misleads

2. Respect & Non-Harm

Content must never promote hate speech, bullying, racism, sexism, or any form of discrimination.

- Treat all individuals with dignity and respect
- Avoid public shaming, insults, or defamation

3. Protection of Minors

Children must not be exploited for views or engagement.

- Get guardian consent when minors are featured
- Avoid content that could embarrass or endanger children

4. Transparency in Sponsorship

Paid content must be disclosed clearly and visibly.

- Use platform tools like "Paid Partnership" tags
- Mention brand relationships upfront in caption and content

5. Accountability

Creators are expected to take responsibility when mistakes happen.

- Publicly clarify or correct misinformation
- Take down harmful or inaccurate content when it is flagged

6. Cultural & Religious Sensitivity

Respect Malaysia's multiracial, multi-religious society.

- Avoid stereotyping, mocking, or misusing cultural elements
- Promote inclusion, diversity, and understanding

7. No Dangerous or Harmful Trends

Do not engage in or promote content that risks physical harm or encourages irresponsible behavior.

- Avoid unsafe challenges, health misinformation, or stunts
- Use disclaimers when needed, or avoid posting entirely

8. Consent & Privacy

Respect the privacy of others at all times.

- Do not film or publish people without consent, especially in private settings
- Blur faces or identities where necessary

9. Financial & Legal Responsibility

Be cautious with financial advice and legal risks.

- Avoid promoting scams, gambling, or get-rich-quick schemes
- Disclose risks when discussing investments, crypto, or products

10. Environmental & Social Responsibility

Content should promote sustainability, empathy, and positive change.

- Don't waste food, resources, or promote irresponsible consumption
- Raise awareness about positive causes, community activities, and wellness