

Crowwd Community Guidelines

Crowwd Network India Private Limited

Effective and last updated: 23 August 2026

These Community Guidelines (the “Guidelines”) describe what we expect from you, what we will not allow, and how we enforce it. They exist to keep Crowwd a place where trust is the currency, where a well-argued view from a working analyst carries the weight it deserves, and where no one is misled into a bad decision.

By accessing or using the Platform, you agree to follow these Guidelines together with our Terms of Use and our Privacy Policy. We update these Guidelines as the community grows and new situations arise; the current version always lives here, and material changes are handled in accordance with Section 1.5.

1. About these Guidelines and how they fit together

1.1 Who we are

The Platform is owned and operated by Crowwd Network India Private Limited (“Crowwd”, “we”, “our” or “us”), a company incorporated under the Companies Act, 2013, with its registered office at D-7/7217, Vasant Kunj, New Delhi 110070. Crowwd is a mutual fund distributor registered with the Association of Mutual Funds in India (“AMFI”) under ARN-364802. Crowwd is not registered with the Securities and Exchange Board of India (“SEBI”) as an Investment Adviser, Research Analyst, Portfolio Manager or Stock Broker, and does not provide investment advice or assure any returns. Nothing on the Platform, whether posted by Crowwd or by any member, is investment advice or a recommendation to buy, sell or hold any security or scheme.

1.2 What these Guidelines are, and how they relate to our other terms

These Guidelines are the conduct rulebook for the community, content and related features of the Platform. They supplement, and form part of, the framework created by:

- the Terms of Use, which govern your Account, your use of the Services, the licence you grant in your content, and our respective liabilities (see, in particular, Section 15 (Community and User-Generated Content) of the Terms of Use); and
- the Privacy Policy, which governs how we collect, use, share and protect your personal data.

If there is any conflict, the Terms of Use prevail over these Guidelines, except that the Privacy Policy prevails on any matter concerning personal data. Words defined in the Terms of Use have the same meaning here unless the context requires otherwise. “User Content” means any content you post, share or transmit through the Platform, including posts, comments, images, links and profile information.

1.3 Who these Guidelines apply to

These Guidelines apply to every member and visitor and to all User Content and conduct on the Platform. Access to the community features is intended for individuals who are eighteen (18) years of age or older, consistent with the eligibility requirements in the Terms of Use.

1.4 Our role as an intermediary

In respect of User Content, Crowwd operates the Platform as an “intermediary” within the meaning of the Information Technology Act, 2000 (the “IT Act”), and observes the due-diligence obligations applicable to intermediaries under the IT Act and the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 (the “IT Rules, 2021”). User Content reflects the views of the member who posted it, not those of Crowwd, and must not be relied upon as advice.

Our review, moderation, removal or restriction of User Content is undertaken solely in discharge of our due-diligence obligations as an intermediary and does not mean that Crowwd originates, selects, authors or endorses any User Content. Nothing in these Guidelines affects the protection available to Crowwd as an intermediary under Section 79 of the IT Act.

1.5 Changes to these Guidelines

We may amend these Guidelines from time to time. Where a change materially affects your rights or obligations, we will give notice in the manner set out in the Terms of Use. Other changes take effect when posted. Your continued use of the Platform after a change takes effect signifies your acceptance of the revised Guidelines.

2. Our community principles

A few principles sit underneath every rule below. They are the standard we ask you to aim for; internalise them and the specifics mostly take care of themselves.

- **Speak freely and back it up.** Strong opinions are welcome; unsupported ones are not worth much. Bring the reasoning, data or first-hand experience that earned your view. This is what keeps debate sharp instead of loud.
- **Disagree without contempt.** The best threads on Crowwd are arguments between people who respect each other. Attack the idea, never the person, and keep a calm tone especially when you disagree.
- **Truth over noise.** Confident-sounding nonsense is the enemy of a finance community. Trust, but verify, both what you read and what you write. A confident post is not the same as a correct one; form your own view and do your own due diligence before you act on anyone’s.
- **Know when to walk away.** If a thread has turned hostile or pointless despite your good-faith effort, disengage and report it rather than feeding it.

These principles are aspirational standards. The rules in Sections 3 to 8 are the enforceable requirements.

3. Market and financial integrity

This is what sets a finance community apart from any other social platform, and it is where we hold the highest standard. Markets reward people who can move opinion, which means a platform like ours can be abused to make money dishonestly. We treat conduct of that kind as among the most serious violations on Crowwd.

3.1 Share opinions, not unlicensed advice

You may share your own views, analysis, experience and reasoning about markets, schemes and assets. You must not:

- hold yourself out as, or act as, a SEBI-registered Investment Adviser or Research Analyst, or an AMFI-registered mutual fund distributor, unless you actually hold that registration; or
- provide personalised investment advice, portfolio-management services, or securities recommendations of a kind that require SEBI registration.

Sharing a personal opinion is fine. Presenting that opinion as a professional recommendation, or impersonating a regulated professional, is not.

3.2 Do not manipulate markets

No pump-and-dump schemes, no coordinated buying or selling to move a price, no “let’s all buy at 3pm” calls, no organised signal groups, and no hyping an asset you intend to sell into the demand you create. Conduct of this kind is prohibited on Crowdw and may also breach the SEBI (Prohibition of Fraudulent and Unfair Trade Practices relating to Securities Market) Regulations, 2003. We enforce this rule whether or not any particular post would, on its own, breach the law.

3.3 Do not share or trade on material non-public information

Do not post insider information, leaked figures, or confidential corporate data, and do not solicit such information from others. Dealing in or passing on unpublished price-sensitive information may breach the SEBI (Prohibition of Insider Trading) Regulations, 2015.

3.4 No assured-return or performance claims; no disguised advice

Do not promise or imply “guaranteed returns”, “risk-free”, “sure-shot” or “guaranteed multibagger” outcomes, and do not make express or implied claims about the returns or performance of any security or scheme in order to induce others to deal in it. Markets carry risk; pretending otherwise misleads people into bad decisions. Genuine education and commentary are welcome; performance marketing and buy/sell/hold calls dressed up as education are not.

3.5 Do not spread rumours to move sentiment

Posting unverified “news” about a company, fund or asset in order to influence its price or reputation is treated as both manipulation and misinformation. We recognise that information changes and that reasonable people get things wrong; what we act on is content that is false or misleading and is likely to cause harm: to people’s safety, to their money, or to a person’s or organisation’s reputation when shared with malicious intent. Where a judgement call is required, the decision on what counts as harmful misinformation on Crowdw rests with us.

3.6 No sustained cheerleading or bashing

Relentless one-line hyping (“to the moon”) or coordinated trashing of an asset adds noise, not signal. Sustained versions of either are treated as manipulation.

3.7 Disclose your position

When you talk up or talk down an asset, tell people whether you hold it, are short it, or otherwise stand to benefit. Hidden conflicts are exactly what Crowdw was built to be an antidote to.

3.8 If you are a SEBI-registered professional

If you are in fact a SEBI-registered Investment Adviser or Research Analyst, or an AMFI-registered distributor, and your posts relate to that activity, you must clearly disclose your registration and registration number and comply with the advertisement, disclosure and conduct requirements applicable to you under SEBI and AMFI norms. You remain solely responsible for your own regulatory compliance.

3.9 Why these rules matter

Crowwd is a mutual fund distributor, and persons regulated by SEBI are restricted from being associated, directly or indirectly, with persons who provide advice or recommendations on securities, or who make claims of return or performance, without the registration or permission that SEBI requires. These Guidelines, together with the reporting and moderation processes in Sections 9 and 10, are the preventive and curative mechanism by which we keep the Platform from being used for activity of that kind. Enforcing them protects you, protects the community, and protects the standing of the Platform.

4. Respect and safety

Every member should be able to contribute without fear. The following are not permitted:

- **Threats or glorification of violence.** Threatening, inciting or celebrating harm against any person is a zero-tolerance violation. We may involve law enforcement where we believe there is a genuine risk to safety.
- **Bullying and harassment.** Content meant to intimidate, shame, demean or pile onto a person, including coordinated targeting, has no place here.
- **Hateful conduct.** Do not attack people on the basis of race, ethnicity, caste, religion, nationality, sex, gender, sexual orientation, age or disability, and do not use slurs or promote harmful stereotypes.
- **Trolling and bad-faith disruption.** Posting to derail discussions, bait people or provoke reactions is not the friction we want.
- **Sexual and graphic content.** No pornographic, sexually explicit or gratuitously graphic material, and no unwanted advances of a sexual nature toward other members.
- **Terrorism and violent extremism.** Do not use Crowwd to promote, endorse or glorify terrorist groups, hate groups or criminal organisations.

5. Authenticity and platform integrity

- **One real you.** Be who you say you are, hold one Account, and stand behind what you post. Do not create duplicate, fake or bot accounts, and do not share access to your Account.
- **No impersonation.** Do not impersonate other members, real people, companies or public figures in a way designed to mislead. Clearly labelled satire or parody accounts are the exception. Impersonation may also attract consequences under the IT Act.
- **No engagement gaming.** Do not trade follows, likes or comments for rewards, artificially inflate your reach, or use scripts or automation to manufacture popularity. Reputation on Crowwd should be earned through substance.

- **Do not abuse the Platform.** No attempts to undermine the security, integrity or reliability of Crowwd through malware, scraping, unauthorised access or circumvention of technical controls.

6. Privacy and confidentiality

- **No doxxing.** Do not share anyone's private or sensitive details (contact information, home address, financial information, government identifiers, or anything else that exposes a person's private life) without their consent. Public figures may be named only where the reference is fair comment and is not defamatory or malicious. Publishing another person's personal data without a lawful basis may breach the Digital Personal Data Protection Act, 2023.
- **No non-consensual content.** Do not post photographs, videos or manipulated media, including deepfakes and artificially morphed images, of a person that are of a sexual or intimate nature or that were produced or shared without their consent.
- **No leaking of confidential information.** Do not share confidential or non-public information about a company or institution that you are privy to through a position of trust and that could harm it. Open discussion is encouraged; it should not come at the cost of an organisation's legitimate interests or of the securities laws referred to in Section 3.

7. Self-promotion and spam

We do not mind you sharing your own work (a newsletter, a write-up, a relevant resource) as long as it adds something. But Crowwd is not a billboard. We do not allow affiliate or referral links, recruitment into external "tip" groups or signal channels (for example on Telegram, Discord or WhatsApp), unsolicited advertising, or repetitive copy-paste posting.

8. Unlawful and prohibited content

You must keep your activity on the Platform lawful and compliant with applicable law, including the IT Act and the IT Rules, 2021, the Digital Personal Data Protection Act, 2023, the Bharatiya Nyaya Sanhita, 2023, and applicable SEBI and AMFI regulations. In addition to the conduct already described above, you must not post or share User Content that:

- belongs to another person and to which you do not have any right;
- is defamatory, obscene, invasive of another's privacy, insulting or harassing on the basis of gender, or otherwise unlawful;
- is harmful to a child;
- infringes any patent, trademark, copyright or other intellectual-property or proprietary right (see Section 8.1);
- is patently false or misleading and is shared with the intent to mislead or to cause harm;
- constitutes or facilitates fraud, a scam, phishing, money laundering or gambling;
- threatens the unity, integrity, defence, security or sovereignty of India, public order, or friendly relations with foreign States, or incites the commission of any offence; or
- contains a software virus or any other malicious code.

There is zero tolerance for child sexual abuse material and for any content that sexualises a minor. Such content is removed immediately and reported to the appropriate authorities, including law enforcement, consistent with the Protection of Children from Sexual Offences Act, 2012 and the IT Act.

8.1 Intellectual property

Post only what you have the right to post. Do not reproduce or distribute content that infringes another person's copyright, trademark or other intellectual-property rights. If you believe content on the Platform infringes your intellectual property, contact us as set out in Section 15; notices should be submitted only by the rights owner or an authorised agent, and knowingly false claims may result in action against your Account. The intellectual-property rights of Crowwd and its licensors, including in the Platform and its tools, are dealt with in the Terms of Use.

9. Reporting and complaints

You help keep Crowwd safe. If you come across content that breaks these Guidelines or makes you feel unsafe, use the "... " menu on any post, comment or profile and select Report. Every report is reviewed by our moderation team and treated confidentially. If you would rather simply not see someone, you can also mute, unfollow or block them.

For complaints that require the attention of our Grievance Officer (including any complaint about a violation of the IT Rules, 2021 or about the Platform's handling of your report), you may contact:

Grievance Officer: Ajitesh Gupta, Crowwd Network India Private Limited

Email: grievance@crowwd.io

Address: D-7/7217, Vasant Kunj, New Delhi 110070

In accordance with the IT Rules, 2021, our Grievance Officer will acknowledge a complaint within twenty-four (24) hours of receipt and will resolve it within fifteen (15) days. The following timelines apply to specific categories:

- a complaint seeking removal of content of a kind described in Rule 3(1)(b) of the IT Rules, 2021 is acted upon as expeditiously as possible and, in any event, within seventy-two (72) hours of reporting, except complaints falling within sub-clauses (i), (iv) and (ix) of Rule 3(1)(b) (content belonging to another person to which the user has no right; content infringing intellectual-property rights; and content containing a virus or malicious code), which follow the fifteen (15) day timeline; and
- a complaint by or on behalf of an individual concerning content that is prima facie in the nature of nudity, a sexual act, or impersonation (including artificially morphed images) is acted upon by taking all reasonable and practicable measures to remove or disable access within twenty-four (24) hours.

We may develop appropriate safeguards to prevent misuse of the reporting and grievance mechanism.

10. Moderation and enforcement

Our moderation team reviews flagged content and decides what action fits. We aim to be proportionate, consistent and transparent about the path an Account can take. Action we may take includes removing or restricting content, reducing the reach of a post, issuing a warning, limiting or suspending posting privileges, and suspending or terminating an Account.

10.1 The strike approach

For most violations, we use a strike-based approach:

- **First strike: warning.** We remove the content and tell you what went wrong, so you can correct course.
- **Second strike: temporary restriction.** Repeated or more serious violations can mean reduced reach, suspended posting privileges, or a temporary Account suspension.
- **Third strike: termination.** Continued violations lead to permanent suspension or termination of the Account.

10.2 Violations that skip the ladder

Conduct that is highly malicious, dangerous or illegal, including threats of violence, content sexualising minors, serious market manipulation, and doxxing, may result in immediate and permanent removal on the first instance.

10.3 Discretion, records and account action

The moderation team has final say, at first instance, over content and Accounts on Crowwd, subject to the appeal rights in Section 11. We exercise that discretion reasonably, consistently and in accordance with applicable law. Closure or termination of an Account is also governed by the Terms of Use, and our retention and handling of any personal data associated with a report, removal or enforcement action is governed by the Privacy Policy. Where required, we retain records of removed or disabled content and associated information for one hundred and eighty (180) days, or such longer period as a court or an authorised government agency may require, in accordance with the IT Rules, 2021.

11. Appeals

If you believe we have made the wrong call, you can ask us to look again.

- **Internal review.** Write to our Grievance Officer at grievance@crowwd.io with your username and the decision you would like reviewed, and a member of our team will reconsider it.
- **Grievance Appellate Committee.** If you are not satisfied with the decision of our Grievance Officer, you may appeal to the Grievance Appellate Committee constituted under Rule 3A of the IT Rules, 2021, within thirty (30) days of receiving that decision. The appeal process is online, at the portal maintained by the Committee.
- **Investment-related matters.** Complaints relating to your mutual fund transactions, a scheme or an AMC, or to the conduct of Crowwd as a mutual fund distributor, may be pursued through the grievance-redressal and online dispute-resolution channels described in the Terms of Use, including the SEBI SCORES portal, the SEBI SMART ODR portal, and AMFI.

- **Data-protection matters.** Complaints about how we handle your personal data may be escalated as described in the Privacy Policy, including to the Data Protection Board of India.

Nothing in this Section limits any right you have to approach a consumer forum or a court of competent jurisdiction.

12. Cooperation with authorities and legal orders

Where we receive a court order, or a notification from an appropriate government agency, requiring the removal of, or disabling of access to, particular content, we will act on it within thirty-six (36) hours as required by the IT Rules, 2021. We cooperate with law enforcement and regulatory authorities in accordance with applicable law, and we may preserve and disclose information where the law requires or permits us to do so, in the manner described in the Privacy Policy.

13. No investment advice

Crowwd is an AMFI-registered mutual fund distributor. It is not an investment adviser, research analyst, portfolio manager or stock broker, and nothing posted by any member or by Crowwd is investment advice or a recommendation to buy, sell or hold any security or scheme. User Content reflects the views of the person who posted it and not those of Crowwd. You are responsible for your own research and decisions. Mutual fund investments are subject to market risks; read all scheme related documents carefully. You should read the relevant scheme documents and consult a qualified, registered professional before acting.

14. Liability, indemnity and governing law

Your responsibility for your User Content, the licence you grant to Crowwd in it, the limitations on our liability, your indemnity, and the governing law, jurisdiction and dispute-resolution provisions are set out in the Terms of Use and apply to your conduct under these Guidelines. These Guidelines are governed by the laws of India and are to be read consistently with those provisions.

15. Contact us

Questions or suggestions about these Guidelines? We would like to hear them.

General: hello@crowwd.io

Grievances and appeals: Ajitesh Gupta, Grievance Officer, grievance@crowwd.io

Crowwd Network India Private Limited, D-7/7217, Vasant Kunj, New Delhi 110070.