WHAT YOU CAN POST

Content Policy

Rules for Listings, photographs, profiles, messages and reviews, and how to report content that breaks them.

BS-POL-019 · Version 1.0 · Effective 15 October 2026 · Live
Applies to: All Members · Governing law: England and Wales · Owner: Trust and Safety, BabuSpace Ltd

This policy covers everything a Member puts on the Platform: listing text, photographs, profile information, messages and reviews. It also sets out how we handle illegal content, which is a legal obligation rather than a house rule.

1. Scope

1.1 "Content" means anything a Member uploads, posts, sends or displays on the Platform.

1.2 BabuSpace operates a service on which users encounter content shared by other users. We take our duties in relation to illegal content seriously and have processes for risk assessment, detection, removal and reporting.

2. Content that is prohibited outright

Category	What it covers
Illegal content	Content that is itself a criminal offence, or that facilitates one
Child sexual abuse material	Any such content is removed immediately, the account is permanently removed, and the matter is reported to law enforcement and the relevant reporting body without exception
Terrorist content	Content that encourages, promotes or provides assistance for acts of terrorism
Content encouraging serious self-harm or suicide	Removed; where a Member appears to be at risk we will signpost support
Hate speech	Content attacking or demeaning a person or group on the basis of a protected characteristic
Threats and incitement	Threats of violence, or encouragement of violence against any person or group
Sexual content	Pornographic or sexually explicit material, and any content sexualising a minor
Human exploitation	Content advertising or facilitating trafficking, forced labour or sexual exploitation
Illegal goods and services	Offers of controlled drugs, weapons, stolen goods, counterfeit items or fraudulent services
Category	**What it covers**

Personal information of others	Another person's address, contact details, ID document, financial details or photograph, posted without consent
Malware and fraud	Phishing links, malicious files, or content designed to deceive a Member into transferring money

2.1 Content in these categories is removed on detection. There is no warning stage and no appeal on the merits for content in the first three rows.

3. Content that is prohibited on this Platform

Category	What it covers
Misleading Listings	Photographs of a different property; images that materially misrepresent size, condition or view; stock images presented as the property; edited images that remove a defect
Off-Platform contact	Phone numbers, email addresses, messaging handles, external booking links or payment identifiers, before a Booking is confirmed. See BS-POL-006
Impersonation	Using another person's name, photograph or business identity, or claiming an affiliation you do not have
Spam and promotion	Repetitive messaging, unsolicited advertising, referral schemes, or promotion of an unrelated business
Intellectual property infringement	Photographs, text, logos or marks you do not own and are not licensed to use
Fake reviews	Handled under BS-POL-017
Discriminatory listing content	Handled under BS-POL-020
Prohibited claims about the Platform	Content suggesting BabuSpace endorses, inspects or guarantees a Listing

4. Standards for Listings

4.1 Photographs must

- be of the actual property being let, taken within the last 24 months;
- show the property as it currently is, including any material defect;
- not include an identifiable person without their consent, and never a child;
- not include another Guest's belongings;
- not be digitally altered to change the property, other than ordinary adjustment of exposure and colour;
- not contain contact details, watermarks with contact details, or external branding.

4.2 Descriptions must

- accurately state the property type, the number of bedrooms, bathrooms and beds, and whether the space is entire or shared;
- state the true location. Approximate location may be shown publicly for privacy, but the actual address must be correct in the system and must be released on confirmation;

- disclose anything material: shared facilities, building works, stairs, a resident host, other occupants, a lack of heating or air conditioning, restricted access;
- list every mandatory charge (BS-POL-005);
- disclose any camera or recording device (BS-POL-008);
- not use another platform's name, trade marks or branding.

5. Standards for profiles and messages

5.1 Profile names must be the Member's real name or the registered name of the business. Profile photographs must show the Member's face and must not be of another person.

5.2 Messages must relate to a booking, an enquiry, or the stay. Messages must not contain abuse, threats, discriminatory language, sexual content or unsolicited promotion.

5.3 Messages are private between the parties but are retained and may be reviewed by BabuSpace where a report, investigation or legal obligation requires it. We do not read messages routinely.

6. Reporting content

6.1 Every Listing, profile, review and message carries a report function. You may also write to info@babuspace.uk.

6.2 Tell us the URL or booking reference, what is wrong, and which part of this policy applies.

6.3 **Anyone can report** — you do not need an account. Reports about illegal content are prioritised.

6.4 We aim to acknowledge a report within **24 hours** and to decide within **5 business days**. Reports concerning illegal content, safety or a child are acted on immediately.

6.5 We will tell the reporter the outcome.

7. Action we take

Action	When
Content edited or hidden pending correction	Minor or fixable breaches, such as an undisclosed charge
Content removed	Clear breach of section 2 or 3
Listing suspended	Repeated or material misdescription
Account suspended	A pattern of breaches, or a serious single breach
Permanent removal	Content in the first three rows of section 2, or repeated serious breaches
Report to authorities	Illegal content, particularly anything involving a child, terrorism or trafficking

7.1 Where we remove content we will tell the Member what was removed and which rule applied, unless telling them would prejudice an investigation or a legal obligation.

8. Appeals

8.1 A Member whose content is removed may appeal once, within 30 days, to info@babuspace.uk marked "Content Appeal".

8.2 A person who reported content and disagrees with our decision not to remove it may also appeal, on the same terms.

8.3 Appeals are reviewed by someone not involved in the original decision. We aim to respond within 10 business days.

8.4 There is no appeal on the merits for content falling within the first three rows of section 2.

9. Intellectual property

9.1 To report content that infringes your rights, write to info@babuspace.uk with: identification of the work; the URL of the infringing content; a statement that you own or are authorised to act for the owner; your contact details; and a statement that the information is accurate.

9.2 We will remove content on a valid notice and tell the Member who posted it, who may submit a counter-notice.

9.3 By posting content you grant BabuSpace a non-exclusive, worldwide, royalty-free licence to host, display, reproduce and adapt it for the purpose of operating and promoting the Platform. You keep ownership. The licence ends when the content is removed, except for copies retained in backups or required for a legal purpose.

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