

CES® 2021 Digital Community Guidelines

Thank you for participating on our first ever digital CES. For the first-time, CES is going worldwide – audiences from across the globe will be able to experience the latest breakthroughs in technology. This provides us an opportunity to connect with new people and to connect with more people than ever before. With this opportunity also comes a greater responsibility. As a participant in CES 2021, either as an exhibitor or an attendee, please remember that going global means that we need to be mindful of different customs, cultures and laws. We are trying to distribute this content to the broadest possible trade audience, which is over 100 countries around the globe, but we cannot guarantee that any specific country will allow us to share our content or will not be offended by something and take some action to restrict content from CES. So please work with us and be sensitive to the global nature of the audience.

In addition to our [Digital Activation Terms of Use](#) and [CES Code of Conduct](#), we provide the following guidelines for our community of exhibitors and attendees. These guidelines fall under a “common sense” philosophy and apply to all content and activity within the CES digital venue (“Digital Venue”). This is considered a living document that we regularly update based on the evolution of the technology community.

To protect the integrity of CES, CTA reserves the right to remove anyone from our Digital Venue at any time for any conduct that we determine to be inappropriate or harmful. Consequences may include: removal of content, suspension of account(s), cancellation of your exhibitor contract without a refund, or revocation of your access to the Digital Venue. Please refer to your Digital Activation Contract or CES Registration Terms and Conditions for more information.

As referred to in these Digital Community Guidelines, we will use “CTA”, “we”, or “us” for any references to the Consumer Technology Association. We will use “you” for references to the exhibitors, media, attendees or other end users of the Digital Venue.

Breaking the Law

You must respect all applicable local, national, and international laws while using our services. Any content or activity featuring, encouraging, offering, or soliciting illegal activity is prohibited.

Hateful Conduct and Harassment

CTA prohibits use of the Digital Venue to facilitate hateful conduct or harassment. CTA may take a range of enforcement actions on all accounts associated with such conduct, including and up to indefinite suspension.

Violence and Threats

Any activity that may endanger human life or lead to physical harm of another person, or any depiction of such activity, is prohibited.

Acts and threats of violence will be taken seriously and are considered zero-tolerance violations and all accounts associated with such activities will be indefinitely suspended. This includes, but is not limited to:

- Attempts or threats to physically harm or kill others
- Attempts or threats to hack, DDOS, or SWAT others
- Use of weapons to physically threaten, intimidate, harm, or kill others

CTA does not allow content that depicts, glorifies, encourages, or supports terrorism, or violent extremist actors or acts. This includes threatening to or encouraging others to commit acts that would result in serious physical harm to groups of people or significant property destruction. You may not display or link terrorist or extremist propaganda, including graphic pictures or footage of terrorist or extremist violence, even for the purposes of denouncing such content.

Unauthorized Sharing of Private Information

Do not invade the privacy of others. You may not share content that may reveal private personal information about individuals, or their private property, without their permission. This includes but is not limited to:

- Sharing personally identifiable information (such as real name, location, or ID)
- Sharing restricted or protected social profiles or any information from those profiles
- Sharing content that violates another's reasonable expectation of privacy, for example streaming from a private space or recording a private meeting, without permission

Impersonation

Content or activity meant to impersonate an individual or organization is prohibited. Any attempts to misrepresent yourself as a member of CES staff is a zero-tolerance violation.

Spam, Scams, and Other Malicious Conduct

Any content or activity that disrupts, interrupts, harms, or otherwise violates the integrity of CES 2021 or another user's experience or devices is prohibited. Such activity includes:

- Posting large amounts of repetitive, unwanted messages or user reports
- Distributing unauthorized advertisements
- Phishing
- Defrauding others
- Spreading malware or viruses
- Misinformation Tampering (such as artificially inflating viewer stats)
- Defacing, or attempting to deface, website pages or other CES services/sites (such as uploading inappropriate or malicious content)

Nudity, Pornography, and Other Sexual Content

Nudity and sexually explicit content or activities, such as pornography, sexual acts or intercourse, and sexual services, are prohibited.

Content or activities that threaten or promote sexual violence or exploitation are strictly prohibited and may be reported to law enforcement. Child exploitation will be reported to authorities via the National Center for Missing & Exploited Children.

Sexually suggestive content or activities are also prohibited, although they may be allowed in educational contexts or for pre-approved licensed content, in each case subject to additional restrictions.

Extreme Violence, Gore, and Other Obscene Conduct

Content that exclusively focuses on extreme or gratuitous gore and violence is prohibited.