

Who's Running?

A service of Who's Running? LLC

CANDIDATE CONTENT GUIDELINES

Premium Candidate Profiles · whosrunning.vote

Effective Date: July 14, 2026

Last Updated: July 14, 2026

These Candidate Content Guidelines ("Guidelines") govern the submission, review, and publication of candidate-provided content on premium candidate profiles offered by Who's Running? LLC, a Michigan limited liability company ("Who's Running?," "we," "us," or "our"), through the website located at whosrunning.vote (the "Site"). By submitting content for a premium profile, purchasing a premium profile, or otherwise providing content to us for publication (each, a "Submission"), you ("you," the "Candidate," or the "Submitter") agree to these Guidelines. These Guidelines supplement, and are in addition to, our Terms of Service and Privacy Policy.

1. Our Non-Partisan Role

Who's Running? is a non-partisan voter-information platform. We do not endorse, oppose, rank, or favor any candidate, political party, or point of view. Premium profiles are a paid service that allows candidates to present their own message in their own words; the content of a premium profile is the Candidate's content, not ours, and its publication does not constitute an endorsement by Who's Running?. We reserve the right, in our sole discretion, to label paid content as such and to apply these Guidelines uniformly to all Candidates regardless of party or position.

2. Content Standards

All Submissions must meet the following standards. These standards are intended to keep the Site useful, credible, and lawful while giving Candidates wide latitude to make their case.

2.1 Permitted Content

Candidates are permitted broad freedom to advocate for themselves and to draw contrasts with their opponents, including critical or unfavorable commentary about opposing candidates, provided that all such content complies with these Guidelines. Robust political debate, comparisons of records and positions, and pointed criticism of opponents are expressly allowed so long as the content remains within the standards set out below.

2.2 Prohibited Content

Submissions must not contain, and you agree not to submit, any content that:

- Contains profane, obscene, vulgar, sexually explicit, or indecent language or imagery, or that otherwise violates basic standards of decency;
- Constitutes hate speech, or that attacks, demeans, or promotes hatred, discrimination, or prejudice against any individual or group on the basis of race, color, religion, national origin, ethnicity, sex, gender, gender identity, sexual orientation, age, disability, or any other legally protected characteristic;
- Incites, threatens, glorifies, or promotes violence, harm, harassment, or unlawful action against any person or group;

- Contains demonstrably false statements of fact concerning any identifiable person, including any opposing candidate (statements of opinion, characterization, and good-faith argument are not prohibited by this provision, but assertions of objective fact that are demonstrably untrue are);
- Is defamatory, libelous, or slanderous, or that violates the privacy or publicity rights of any person;
- Infringes any copyright, trademark, or other intellectual property right, or that misappropriates the name, likeness, or identity of any third party;
- Impersonates any person or entity, or misrepresents your identity, candidacy, or authority to submit the content;
- Violates any applicable federal, state, or local law, including the Michigan Campaign Finance Act and related election laws and regulations;
- Contains malware, spam, commercial solicitation unrelated to the candidacy, or content that is not reasonably related to your campaign for public office.

As a general standard, content should fall within, or only just outside, the bounds of mainstream public political discourse. We do not police the persuasiveness, ideology, or subjective accuracy of a Candidate's opinions or political arguments; our review is directed at the standards stated in these Guidelines.

3. Use of Artificial Intelligence

The written text of a Submission must be authored by a human. Candidates may not use generative artificial intelligence or automated tools to create, draft, or generate the text of any Submission, including biographies, policy positions, statements, or other written profile content. By making a Submission, you certify and attest that all written text in the Submission is human-authored and not generated by artificial intelligence.

The use of artificial intelligence in the production of video content is permitted, provided that any such use complies with all applicable Michigan law, including any legal requirements governing the disclosure of artificially generated or manipulated media in political advertising. You are solely responsible for ensuring that any AI-assisted video content, and any required disclosures relating to it, comply with applicable law.

4. Required Campaign-Finance Disclosures

Premium profiles are paid political content. Each premium profile will display a disclosure identifying the paying committee or individual (for example, "Paid for by [committee name and address]"), as required by applicable Michigan campaign-finance law. This disclosure is mandatory and may not be removed, obscured, altered, or falsified. By making a Submission, you represent and warrant that the disclosure information you provide is accurate and complete, that you are authorized to authorize the expenditure, and that payment is made in compliance with all applicable campaign-finance laws and regulations. You are solely responsible for the accuracy of your disclosure information and for your own compliance with all reporting and disclosure obligations under applicable law.

5. Your Representations and Warranties

By making a Submission, you represent and warrant that:

- You are the Candidate identified in the Submission, or you are an individual duly authorized to act on behalf of the Candidate or the Candidate's official campaign committee, and you have full authority to make the Submission;

- You own, or have obtained all necessary rights, licenses, and permissions to use and to grant us the right to publish, all content in the Submission, including all text, photographs, logos, video, and other materials;
- The Submission, and our publication of it, does not and will not infringe, misappropriate, or violate the rights of any third party or any applicable law;
- All written text in the Submission is human-authored and was not generated by artificial intelligence;
- All factual statements in the Submission are, to the best of your knowledge, accurate, and all campaign-finance disclosure information you provide is true and complete.

You grant Who's Running? a non-exclusive, royalty-free, worldwide license to host, display, reproduce, and distribute the Submission on and in connection with the Site for the purposes described in these Guidelines and our Terms of Service.

6. Review, Approval, and Revisions

All Submissions are subject to review and to the sole and final approval of Who's Running?. We reserve the right, in our sole and absolute discretion, to approve, decline, or require modification of any Submission, in whole or in part, for any reason consistent with these Guidelines. Our judgment as to whether a Submission complies with these Guidelines is final.

If we determine that a Submission does not meet these Guidelines, we will notify the Candidate and provide a reasonable opportunity to submit revised or replacement content. We will engage in reasonable back-and-forth to help a Candidate arrive at acceptable content, subject to a maximum of three (3) rounds of revision per Submission. If, after a reasonable opportunity and up to three rounds of revision, the Candidate has not provided content that meets these Guidelines, we may decline to publish the Submission.

7. Fees and Refunds

Fees for premium profiles are non-refundable. In the event that a Submission is declined for failure to meet these Guidelines, we will not issue a refund; instead, as described in Section 6, we will work with the Candidate in good faith, subject to the revision limit, to finalize content that can be published. This Section is subject to any separate written refund or payment policy we may adopt, and to any rights you may have under applicable law.

8. Removal, Editing, and Post-Publication Changes

We reserve the right, at any time and in our sole discretion, to remove, edit, suspend, or decline to continue displaying any published content that we determine violates these Guidelines, that is the subject of a credible complaint or legal claim, or that we are required to remove or modify by applicable law, in each case without refund. Where practicable and appropriate, we may notify the Candidate and provide an opportunity to submit replacement content, but we are not obligated to do so.

Profiles following the primary election. Premium profiles are published in connection with a specific election. If a Candidate does not advance to the general election ballot, that Candidate's premium profile will be removed shortly following the primary election. Publication of a premium profile is for the applicable election cycle only and confers no right to continued display beyond that cycle.

9. Responsibility and Indemnification

You are solely responsible for the content of your Submission. To the fullest extent permitted by law, you agree to indemnify, defend, and hold harmless Who's Running? LLC and its members, officers, employees, contractors, and agents from and against any and all claims, damages, losses, liabilities, costs, and expenses (including reasonable attorneys' fees) arising out of or relating to your Submission, your breach of these Guidelines, or your violation of any law or the rights of any third party.

10. Changes to These Guidelines

We may update these Guidelines from time to time. When we do, we will revise the "Last Updated" date above. Submissions are governed by the version of these Guidelines in effect at the time of submission and review. Your continued use of the premium profile service after a change constitutes acceptance of the revised Guidelines.

11. Questions

If you have questions about these Guidelines or about a Submission, please contact us at:

Who's Running? LLC

Attn: Candidate Profiles

Email: contact@whosrunning.vote

Web: whosrunning.vote

Who's Running? is a non-partisan voter-information platform. We do not endorse any candidate or political party. Premium profile content is provided by candidates and does not reflect the views of Who's Running? LLC.

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