SNK Creators Program Guidelines

1. Introduction

SNK Creators are official partners who represent the fan community of the games provided by SNK (hereinafter "SNK Titles").

These Guidelines set out the code of conduct that allows SNK Creators to carry out their activities as creators in a fun, safe, and proud way. Please read them together with the Application Terms, and let's grow the SNK Titles community together with fans around the world through your passion and creativity.

2. What We Expect from SNK Creators

We expect SNK Creators to play the following three roles.

As the best representatives of the fans

Based on your "love" for SNK Titles, please share the fun of playing SNK Titles and the appeal of the games with many people in your own words.

As community leaders

What SNK Creators say and do influences many fans. Always show respect for others, and be a role model in building a positive and healthy community where all players can enjoy themselves with peace of mind.

As partners of the operations team

SNK Creators are important co-creation partners for the operations team. The constructive opinions and feedback we receive from SNK Creators help make SNK Titles better. Let's work together to make SNK Titles the best they can be.

3. Creating Content

To create content that fans will love, please follow the conduct below in your activities.

Content must be your own original content

Always add your own creative elements, such as commentary, explanations, or editing, to the videos and streams you post. Content that reposts or alters official trailers or other people's content without permission, or that uploads gameplay without any editing, is not considered your original content.

Non-commercial use, in principle

All use of content related to SNK Titles, including assets and information provided through the Program, is limited to non-commercial purposes. You may not sell the content itself or charge for access to it.

When monetization is allowed

Notwithstanding the above, monetization through advertising revenue from partner programs or creator tools officially provided by platforms such as YouTube and Twitch, and through features that involve financial support from viewers (so-called "tipping" or "gifting"), is permitted as long as you comply with the terms of each platform.

Clear disclosure

When publishing content related to SNK Titles, you must clearly disclose to your viewers and followers, in each piece of content, that you are a member of the Program. This is essential to prevent misunderstandings among viewers and to ensure transparency.

Please include the wording specified by SNK in a place where your viewers and followers can see it. The specified wording will be provided when your activities start.

Please do not include the above Program-related wording in content that has nothing to do with SNK Titles (such as playing other games or everyday videos).

Copyright notices

When you use assets provided by SNK, you must include the copyright notice specified by SNK.

About provided assets

Do not edit or modify the assets provided to you. Assets may only be used in videos or streams about SNK Titles within the Program.

4. Prohibited Conduct

To protect creators, viewers, and the brands of our games, the following conduct is strictly prohibited.

SNK Creators must not engage in any of the following conduct. If SNK determines that an SNK Creator has engaged in any of the following, SNK will revoke their certification. Content that includes prohibited conduct must also be deleted.

- Conduct that violates these Guidelines, the Program's Application Terms, or the terms of use of the games
- Disclosing, publishing, or spreading to third parties any unpublished or unreleased information learned through the Program, except for information that the program office has approved for publication in advance
- Any conduct involving unofficial modifications (mod creation), including using, publishing, sharing, or spreading them

- Infringing the copyrights, trademarks, or other intellectual property rights of third parties; in particular, creating or publishing content, or creating, selling, or distributing merchandise, items, or similar goods, without permission from the third party
- Damaging the image of the games provided by SNK, including SNK Titles
- Publishing communications with SNK in the Program or information exclusive to Certified Creators without permission
- Creating or publishing content that combines SNK Titles with services provided by third parties
- Selling or transferring benefits obtained through the Program to third parties
- Conduct that causes, or may cause, nuisance, disadvantage, or damage to SNK or other third parties such as stakeholders
- Participating in the Program by impersonating a third party
- Using, providing, or distributing computer viruses or other harmful programs through or in connection with the Program
- Insulting, slandering, or damaging the reputation of others, or conduct that may do so
- Conduct that is obscene, cruel, or discriminatory, or that otherwise causes discomfort to third parties
- Conduct that violates laws and regulations, or that is contrary to generally accepted social norms or public order and morals
- Conduct that damages, or may damage, the credibility of the Program
- Any other conduct that SNK or its affiliates deem inappropriate

5. Withdrawal and Removal

You may withdraw from the Program if you request it yourself.

If SNK determines that an SNK Creator falls under any of the following, SNK may revoke their certification (hereinafter "Removal") without prior notice.

1. The SNK Creator has not met the activity standards separately set by SNK for a certain period.
2. The SNK Creator has violated these Guidelines, the Program's Application Terms, or the terms of use of the games.
3. SNK otherwise determines that the SNK Creator has damaged, or may damage, the brands of SNK Titles, SNK's IP, or their stakeholders.

If you withdrew at your own request or were removed for reason 1, you may apply again after 180 days have passed from the date of withdrawal or Removal.

If reason 2 or 3 applies, you may not reapply to the Program at any time in the future.

6. Closing

These Guidelines exist to protect SNK Creators, SNK Titles, and the community as a whole. Please follow the rules and enjoy your creative activities to the fullest.

If you have any questions, please feel free to contact the program office at any time.