

# USAGE GUIDELINES FOR AMAZING LIFE FOUNDATION CONTENT AND PRODUCTS

Last Updated: April 10, 2026

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## 1. PURPOSE AND SCOPE

These Usage Guidelines (the "Guidelines") are incorporated into and form an integral part of the Amazing Life Foundation ("ALF") Content License Agreement (the "Agreement"). These Guidelines govern and restrict all use of Content and Trademarks (as defined in the Agreement) by any individual, church, or other ministry organization (collectively, the "Organization") that has obtained a License from ALF.

The Organization's use of the Content and Trademarks must at all times comply with (i) the Agreement, (ii) these Guidelines, (iii) the Terms and Conditions: Subscription with Automatic Renewal, and (iv) all other applicable ALF policies (collectively, the "Governing Documents"). In the event of any conflict, the Agreement shall control unless expressly stated otherwise.

These Guidelines apply to all Content and Trademarks owned, controlled, or licensed by ALF, including, without limitation, curriculum materials, media, applications, digital tools, and all current and legacy brands.

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## 2. AUTHORIZED USERS AND ACCESS

For Licenses purchased by an Organization, access to and use of the Content and Trademarks is strictly limited to the Organization's employees and volunteers, and solely for purposes of conducting the Organization's internal ministry programs during an active Term.

For Licenses purchased by individuals, access is limited to the specific Content licensed and may be used solely for personal, non-commercial purposes. Individuals are not permitted to reproduce, distribute, publicly display, adapt, or otherwise exploit the Content or Trademarks.

The Organization shall be responsible for ensuring that all users comply with these Guidelines and shall be liable for any unauthorized use by its employees, volunteers, or agents.

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## 3. PERMITTED USES

Subject to strict compliance with the Governing Documents, the Organization may reproduce and use the Content solely within its internal ministry environment. Such use must be limited to the Organization's employees, volunteers, and ministry participants, including children and families directly served by the Organization.

The Organization may distribute Content internally in limited quantities reasonably necessary for ministry purposes, provided that such distribution remains controlled and does not permit further dissemination.

All permitted uses must occur during an active subscription Term and must be consistent with the scope of the License granted.

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## **4. RESTRICTIONS ON DISTRIBUTION AND ACCESS**

Except as expressly permitted herein, the Organization shall not distribute, publish, transmit, or otherwise make the Content available outside its internal ministry environment.

Without limiting the foregoing, the Organization is expressly prohibited from uploading, posting, streaming, broadcasting, or otherwise distributing Content through any public or unsecured platform, including but not limited to websites, social media platforms, video-sharing services, or cloud-based distribution systems accessible beyond the Organization's controlled user base.

The Organization shall not provide access to Content through links, embedded players, shared drives, or other mechanisms that permit access by individuals outside the Organization's authorized users.

All internal distribution systems must employ reasonable and industry-standard security measures to prevent unauthorized access, copying, or redistribution.

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## **5. THIRD-PARTY SYSTEMS AND PLATFORM RESTRICTIONS**

The Organization shall not, without the prior express written consent of ALF, upload, integrate, transmit, or otherwise use the Content in connection with any third-party platform, software, service, application, or delivery system.

This prohibition includes, without limitation, any external presentation software, streaming service, hosting provider, content management system, or digital distribution platform, whether now existing or developed in the future.

The Organization shall not combine, integrate, or embed the Content with or into any third-party system for purposes of distribution, display, or access.

The Organization further agrees not to circumvent, bypass, reverse engineer, or otherwise interfere

with ALF's proprietary delivery systems, APIs, access controls, or technological protection measures.

Any unauthorized use of Content in connection with a third-party system or platform shall constitute a material breach of the Agreement.

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## **6. ELIMINATION OF PRIOR EXPANDED RIGHTS**

ALF no longer offers or recognizes any form of expanded or enhanced licensing rights beyond those expressly set forth in the Agreement and these Guidelines.

Any prior permissions, practices, or understandings that may have allowed expanded use of Content—including, without limitation, rights to stream, host, distribute, or externally display Content—are hereby revoked.

Any continued reliance on such prior practices shall constitute a material breach of the Agreement.

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## **7. ADAPTATIONS AND DERIVATIVE WORKS**

The Organization may modify or adapt Content solely for internal ministry use and only to the extent expressly permitted under the Governing Documents.

All adaptations ("Adaptations") must clearly attribute ALF as the source of the original Content and must include a conspicuous statement that the Content has been modified and that such modifications have not been reviewed or approved by ALF.

Adaptations may not be distributed outside the Organization, may not be sold or monetized, and must remain within the Organization's internal ministry environment.

The Organization acknowledges that it bears sole responsibility for all Adaptations and that ALF disclaims any and all liability arising from such modifications.

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## **8. OWNERSHIP OF ADAPTATIONS**

As provided in the Agreement, all Adaptations shall be deemed works made for hire for the benefit of ALF. To the extent any Adaptation does not qualify as a work made for hire, the Organization hereby irrevocably assigns to ALF all right, title, and interest in and to such Adaptation upon creation.

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## **9. CONTENT-SPECIFIC LIMITATIONS**

### **9.1 Message Scripts**

Where Content includes message scripts, the Organization may not reproduce more than one hundred (100) words verbatim without prior written consent from ALF. The Organization shall replace any personal illustrations or examples with its own content.

Such materials may be performed only within the Organization's internal ministry environment and may not be broadcast, distributed, or otherwise made available externally.

### **9.2 Audio, Music, and Video Content**

Audio, music, and video Content provided by ALF may be used for internal ministry purposes during the Term. The Organization may create limited internal copies for use by employees and volunteers.

The Organization shall not distribute such Content outside its internal ministry environment or upload such Content to any external or third-party platform.

The Organization is solely responsible for obtaining any necessary licenses for third-party content, including music rights, and ALF shall have no liability in connection therewith.

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## **10. TRADEMARK USE**

The Organization may use ALF Trademarks solely in connection with authorized use of the Content and in accordance with ALF's trademark guidelines.

The Organization shall not modify, alter, or misuse the Trademarks, and shall include all required trademark notices.

The Organization shall not use the Trademarks in its own name, branding, or in connection with any commercial or revenue-generating activity.

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## **11. INDIVIDUAL PRODUCTS**

Content obtained through individual product purchases is licensed, not sold, and may be used only in accordance with the Agreement and these Guidelines.

Such Content may not be reproduced, distributed, transferred, publicly displayed, or otherwise exploited beyond the scope of the License.

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## **12. EXPIRATION AND TERMINATION**

Upon expiration or termination of the License for any reason, all rights granted to the Organization shall immediately cease.

The Organization shall promptly discontinue all use of the Content and Trademarks and shall delete or destroy all copies of the Content in its possession or control, including digital and physical copies.

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## **13. ENFORCEMENT AND REMEDIES**

ALF reserves all rights to enforce these Guidelines and the Agreement, including the right to terminate or suspend access to Content without notice in the event of a breach.

ALF may require immediate removal or cessation of any unauthorized use and may pursue all available legal and equitable remedies, including injunctive relief, damages, and recovery of attorneys' fees where permitted.

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## **14. NO WAIVER**

The failure of ALF to enforce any provision of these Guidelines shall not constitute a waiver of its right to enforce such provision or any other provision in the future.

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