



Community Guidelines

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Liivra is built on trust — *Find it. Tour it. Trust it.* These Community Guidelines ("**Guidelines**") set out how everyone on the Liivra Platform is expected to behave: tenants, buyers, landlords, sellers, agents, and virtual-tour creators alike. They apply everywhere you interact on Liivra — listings, Liivra chat, reviews, tours, and your profile.

These Guidelines work **alongside** the Liivra Terms of Service (/legal/terms_of_service), the Property Marketplace Rules (/legal/property_marketplace_rules) (which govern Listings), and the Privacy Policy (/legal/privacy_policy). The Terms and Marketplace Rules set the contract; these Guidelines set the conduct. Where something here overlaps with the Marketplace Rules, the more specific Rule applies.

Breaking these Guidelines can lead to content being removed, features being limited, or your account being suspended or closed — see **§9. Reporting and enforcement**.

1. Be honest and authentic

Trust only works when what you see is real.

- **List honestly.** Properties, prices, availability, photos, 360° tours, and 3D models must be genuine, current, and your own to publish. No fake or duplicate listings, no bait-and-switch, no stock or AI-generated imagery passed off as the real property. (Listing accuracy is covered in detail in the Marketplace Rules (/legal/property_marketplace_rules).)
- **Be yourself.** Use one real identity, keep your profile accurate, and complete identity or EAAB verification when we ask. Don't impersonate another person, agency, or Liivra itself.
- **Communicate truthfully.** Don't make promises you can't keep about a property, a deal, or another User.

2. Treat everyone with respect

Liivra is a professional community. Whatever your role:

- Be courteous in Liivra chat, on calls, and in reviews.
- **No harassment, bullying, threats, intimidation, or hate speech.** This includes demeaning, insulting, or stereotyping language.
- Disagreements happen — keep them civil and on the facts.

3. Fairness — no unlawful discrimination

Everyone deserves a fair chance at a home. Discrimination in housing is unlawful in South Africa under section 9 of the **Constitution**, the **Promotion of Equality and Prevention of Unfair Discrimination Act 4 of 2000 ("PEPUDA")**, and section 4 of the **Rental Housing Act 50 of 1999**.

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You may not refuse, exclude, or treat anyone differently because of race, gender, sex, pregnancy, marital status, ethnic or social origin, colour, sexual orientation, age, disability, religion, conscience, belief, culture, language, birth, nationality, or HIV status.

- **Advertise the property, not the tenant.** Describe the home and its features — not the kind of person you want in it. Phrases that signal a preference for or against a group are not allowed.
- **Screen consistently and lawfully.** It is legitimate to assess affordability, credit, references, and to require a deposit or guarantor — provided you apply the same objective criteria to every applicant. Decisions must rest on lawful, consistent grounds, never on a protected characteristic.

Liivra automatically screens listing text for discriminatory language and may remove or refuse content that breaches this section.

4. Keep the community safe

- Look for the **verification** signals (verified identity, verified listing, EAAB-registered agent) and treat unverified counterparties with extra care.
- **Stay safe at viewings.** Meet in daylight where practical, tell someone where you're going, bring a companion, and trust your instincts. Liivra's in-app scheduling keeps a record of every arranged viewing.
- Never bring threats, weapons, or violence into any Liivra interaction.

5. Keep it on Liivra — and why

Communicating and transacting through Liivra protects **both** sides: a POPIA-compliant record of what was agreed, dispute evidence, scam protection, and fair, transparent fees.

- **Use Liivra chat** for pre-confirmation contact. Phone, WhatsApp, and SMS unlock as a verified channel **after** a tour or application is confirmed — not before.
- **Don't share or solicit personal contact details, links, or social handles** to move a deal off-platform before it's confirmed. To protect you, Liivra **automatically hides** phone numbers, emails, links, and handles in listings and messages. Repeatedly trying to circumvent this may lower your trust score and lead to enforcement.
- **Pay and get paid through Liivra Pay.** Deposits, rent, and purchase funds run through Liivra's escrow / trust-account service. **A request to pay a deposit or "holding fee" outside Liivra is the single biggest sign of a scam** — never do it, and report it immediately (§9).

6. Protect privacy

- Only collect and use another person's information for a legitimate purpose connected to a genuine enquiry or transaction, in line with **POPIA (Act 4 of 2013)**.
- Don't publish anyone's personal details, ID, or documents publicly, and don't pass them to third parties without consent.
- Don't use Liivra to harvest contact details or send unsolicited marketing.

7. Prohibited content and conduct

The following are never allowed on Liivra:

- Illegal activity, fraud, scams, phishing, or money laundering.
- Spam, mass or repetitive messaging, and advertising goods or services unrelated to the property.
- Circumventing the platform — off-platform deals, fee avoidance, or directing Users away from Liivra.
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Using photos, virtual tours, floor plans, or other content you don't have the rights to (intellectual-property infringement).

- Obscene, hateful, violent, harassing, deceptive, or otherwise unlawful content.
- Manipulating reviews, ratings, search ranking, AI matching, AI estimates, or any verification or trust signal.

8. Reviews and feedback

- Base reviews on genuine, first-hand experience.
- No fake, incentivised, retaliatory, or coerced reviews, and no using reviews to threaten or extort another User.

9. Reporting and enforcement

Report a problem. Use the in-app **Report** option on a listing, message, or profile, or email support@liivra.com (<mailto:support@liivra.com>). For legal or rights concerns, contact legal@liivra.com (<mailto:legal@liivra.com>); for privacy concerns, our Information Officer at privacy@liivra.com (<mailto:privacy@liivra.com>).

What we do. We review reports and act proportionately to the seriousness and history of the breach. Depending on the case, Liivra may:

- educate or warn the User;
- remove, hide, or edit offending content (for example, auto-hiding contact details);
- remove a listing or limit a feature;
- suspend or permanently close an account.

Serious matters — discrimination, fraud, threats, or scams — may be reported to the relevant authority, including the **Estate Agency Affairs Board (EAAB)**, the **South African Police Service**, or the **Information Regulator**.

Appeals. If you believe we acted in error, reply to the enforcement notice or email support@liivra.com (<mailto:support@liivra.com>) and we will review the decision.

Related documents

- [Terms of Service \(/legal/terms_of_service\)](/legal/terms_of_service)
- [Property Marketplace Rules \(/legal/property_marketplace_rules\)](/legal/property_marketplace_rules)
- [Privacy Policy \(/legal/privacy_policy\)](/legal/privacy_policy)
- [POPIA Statement \(/legal/popia_statement\)](/legal/popia_statement)
- [Complaints \(/legal/complaints\)](/legal/complaints)

These Guidelines may be updated as the Liivra community grows. Material changes will be notified in-app or by email.