



Fair Use Policy

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1. Introduction

This Fair Use Policy ("Policy") explains the acceptable use of Smartix services, including Smartix Studio, Smartix API, Smartix Scan, and related systems ("Service").

Its purpose is to ensure a reliable, non-abusive experience for all customers and for end users receiving Smartix-powered wallet passes.

This Policy forms part of the Smartix Terms of Service for all tiers (Free, Pay-as-you-go, and Monthly Contract).

Smartix may update this Policy from time to time to reflect platform changes or industry requirements.

2. Scope of This Policy

This Policy applies to:

- **Notifications** sent to Apple or Google Wallet passes
- **Pass updates** (any modification to pass data)
- **Pass synchronisation** (Updating issued passes with new template content)
- **Pass "patch" operations** (partial updates to existing fields)
- **Bulk operations** performed through Smartix Studio or the API
- **API usage patterns** that may cause platform degradation
- **Any actions that may negatively impact end users**

Both notifications and pass updates can trigger visible changes on user devices. For this reason, Smartix treats excessive updates in the same way as excessive notifications.

3. General Fair Use Principles

Customers must use Smartix in a way that is:

- **Reasonable**
- **Responsible**
- **Non-abusive**
- **Compliant** with Apple and Google Wallet policies
- **Respectful** of end-user experience

Smartix reserves the right to suspend accounts that breach fair use expectations.



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4. Notification Usage Rules

Smartix allows customers to send notifications to wallet passes but imposes certain limitations to prevent spam or abuse.

4.1. Strict Third-Party Platform Limits

Google Wallet imposes surfaced-notification limits:

- **3 notifications per pass per 24 hours**, or
- **8 notifications per pass per 24 hours for UK rail passes**

Smartix enforces these limits automatically.

Apple Wallet does not publish explicit numeric limits, but Smartix applies equivalent reasonable-use expectations.

4.2. Smartix Reasonable Use Requirements

Customers must not:

- Send high-volume promotional messages
- Send repeated messages with little or no new information
- Spam end users by triggering constant updates or alerts
- Use notifications as a mass-marketing channel

The following examples apply:

Behaviour	Allowed?	Notes
Sending operational updates (event reminders, schedule changes)	✓ Allowed	Legitimate use
Sending updates in the days leading up to an event	✓ Allowed	Reasonable pattern
Sending promotional ads daily to all passes	✗ Not allowed	Considered spam
Sending hundreds of notifications in quick succession	✗ Not allowed	Degrades user trust
Attempting to bypass rules by updating a pass instead of sending a notification	✗ Not allowed	Smartix treats this as notification abuse

Smartix may warn, restrict, or suspend customers who breach these rules.



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5. Pass Updates and Patch Operations

Pass updates can cause the device to behave similarly to notifications:

- The pass may refresh visually
- The user may receive a surfaced alert (Google Wallet)
- The pass may move within the device UI
- Device logs may reflect activity similar to notifications

5.1. Updates Count Toward Fair Use

Smartix treats the following operations as “notification-equivalent” for fair use:

- Full pass updates
- Partial patch updates
- Bulk updates affecting large numbers of passes
- Automated looping updates (accidental or intentional)

Customers may not:

- Update passes repeatedly in order to bypass Google’s notification limits
- Trigger excessive device-side updates that degrade user experience
- Use updates as a substitute for messaging or push campaigns



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6. Bulk Operations

Smartix supports bulk operations for legitimate purposes, such as:

- Updating expired passes
- Issuing new batches of passes
- Applying changes to all passes for an event or campaign
- Rotating metadata or branding fields

6.1. Fair Use of Bulk Operations

Customers must ensure bulk operations:

- Are proportionate to operational needs
- Do not trigger excessive device refreshes
- Do not generate repeated notifications through mass updates
- Do not degrade Smartix infrastructure or negatively impact other customers

Bulk operations that cause undue load or end-user disruption may lead to:

- Throttling
- Queue slowdowns
- Temporary suspension of bulk privileges
- Account suspension in severe cases

7. API Usage Fair Use

The Smartix API is designed for automation and high-volume use, but customers must avoid:

- Creating loops that continuously update the same pass
- Misusing webhooks or polling endpoints too frequently
- Generating unnecessary updates or write operations
- Overloading the notification or pass-update queues
- Using Smartix as a generic message queue or campaign platform

Smartix may throttle API usage if:

- Requests exceed safe operational thresholds
- Activity indicates potential misuse
- System stability may be impacted



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8. Technical Enforcement

Smartix enforces fair use through:

- Rate limiting
- Queue throttling
- Blocking operations that exceed Google's limits
- Detecting patterns of unreasonable updates
- Monitoring for suspicious high-volume activity
- Manual review where needed

Smartix will also prevent any behaviour that attempts to circumvent platform or third-party limitations.

9. Violations and Enforcement Actions

If Smartix identifies potential misuse, actions may include:

1. **Warning and guidance**
2. **Temporary suspension of notification or update capabilities**
3. **Account throttling**
4. **Full account suspension**
5. **Termination**, in serious or repeated cases

Smartix will evaluate each case based on:

- Volume
- Frequency
- Intent
- End-user impact
- Platform risk

Smartix reserves the right to act immediately if abuse affects system stability or breaches Apple/Google policies.



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10. Customer Responsibilities

Customers must:

- Use notifications and updates responsibly
- Ensure compliance with Apple and Google Wallet rules
- Respect end-user expectations and avoid harassment
- Implement reasonable automation patterns
- Avoid mass updates without operational justification
- Monitor their own integration to avoid runaway loops

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12. Contact

If you have questions about this Fair Use Policy, or have a specific use-case where this policy does not fit your needs, then please contact us to discuss your requirements:

www.smartix.uk/contact

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