Acceptable Content Guidelines

Last updated on February 15, 2024

Ecommerce is a global connector that bridges merchants with customers all over the world. Printful is proud to empower anyone with designs and the drive to launch an online business, wherever they're located.

We want submitted content to be respectful of others and of the law, so keep that in mind before you hit the launch button on your store. Content that is hateful, illegal, and/or that violates intellectual property rights may be reviewed and removed at any time.

Intellectual Property Rights

Printful respects your work and empowers you to express your voice and ideas. We ask that you respect the work and creative rights of others. You need to either own the content you submit to Printful, or have the rights to use, display, and resell it. Content must comply with right of publicity, trademark, and copyright laws.

Illegal Content

We will remove content that depicts child pornography. Obscene content, or content that depicts, promotes or praises crimes, illegal or otherwise harmful activities, terrorism and/or individuals, groups or organizations promoting any of the aforementioned also will not be tolerated. You also have to follow your local laws and those of the regions you're shipping orders to. It's your responsibility to understand what you legally can and can't create for your store.

Please note that certain products—specifically Wall Calendars, Wrapping Paper Sheets, Postcards, Greeting Cards, and Spiral Notebooks—are fulfilled by a partner with strict restrictions on nudity. Please avoid explicit nudity or suggestive content in these specific categories to ensure seamless order processing and delivery.

Officially registered legal defense funds that would like to use Printful’s services should reach out to content@printful.com.

Hateful Content

Printful is proud to serve customers from around the world. We value tolerance, understanding, and respect. We don't tolerate content that expresses hatred towards or attacks on any person, group and/or their protected characteristics (such as but not limited to age, race, ethnicity, gender, gender identity, sexual orientation, religion, or disability). You cannot upload this sort of hateful content on our site—it's

just not in the spirit of Printful.

Also, if we believe that your content falls into any of the below mentioned categories we reserve the right to block it:

- Content that promotes and praises individuals, groups or organizations that promote hate, or are involved in intentionally harmful activities.
- Content that promotes support for crimes associated with hate, violence, discrimination, or intolerance.
- Content that promotes harmful misinformation that is known to or may reasonably lead to violence or threats to the health and safety of the public.

Content that depicts violent events would be evaluated on an educational or artistic expression basis; it should not be used to promote, glorify, or trivialize violent acts.

A Few More Notes

Your content is yours – Printful won't use it in our advertising or as promotional material without your permission. All content is subject to review and we reserve the right to remove it at any time and for any reason. Each case is evaluated individually.

Printful uses both automated and manual means in the content moderation process.

It's your responsibility as a store owner to follow our content guidelines – review our Terms of Service if you want to learn more details. By submitting content to Printful, you accept that it complies with both our guidelines and Terms of Service.

This Policy shall be governed and interpreted in accordance with the English language, regardless of any translations made for any purpose whatsoever.