

Fair Usage Policy

Last Updated: March 23, 2026

This Fair Usage Policy (the "**Policy**") sets out the fair usage principles applicable to Viber Out, Viber Business Accounts, and Viber eSIM Services (each, a "**Service**" and collectively, the "**Services**"). This Policy supplements and is an integral part of the applicable Terms governing each Service, including [Viber Terms of Service](#) and the [Viber Business Accounts Terms and Conditions](#), as applicable (collectively, the "**Terms**").

We reserve the right, at our discretion, to revise or update this Policy at any time. Such changes shall be effective upon the publication of the amended Policy on our website. The last revision will be reflected in the "Last Updated" heading above. Your continued use of any of the Services following the publication of such revisions, constitutes your acceptance to such revised changes and you agree to be bound by them. It is your sole responsibility to review this Policy periodically for any changes.

1. General Fair Usage Principles

The following practices apply to all Services herein and would NOT be considered Fair Usage:

- Using the Services or engaging in practices prohibited by applicable law or regulation;
- Using any Service for any abusive, fraudulent, criminal, or unlawful purpose;
- Using the Services in a manner that infringes on copyright, trademark, patent, or other intellectual property rights of others;
- Using the Services to distribute, post or publish any form of harmful, defamatory, or discriminatory content or to engage in discriminatory practices;
- Attempting to reverse engineer, modify, damage, or tamper with any Services, or any software or systems of Viber or its partners, or negatively impact the usage or experience of other users; or
- Using any Service in a way that violates the applicable Terms or any applicable policies of Viber, including the terms of any of its partners in connection with the Services.
- Creating, operating, or maintaining fake, fraudulent, or deceptive accounts, impersonating any person, business, brand, or entity, misrepresenting one's identity or affiliation, or artificially inflating, manipulating, or falsifying account

metrics, follower counts, engagement statistics, ratings, or any other Service-related data through any means;

- Creating, managing, or operating multiple accounts in a systematic, automated, or coordinated manner ("**Account Farming**") to circumvent Service limitations, bypass enforcement actions, or manipulate platform mechanics;
- Scraping, harvesting, mining, collecting, extracting, or systematically accessing any user data, contact information, personal data, usage patterns, or any other data or content from the Services through automated, manual, or any other means, without Viber's prior express written consent;
- Using, deploying, operating, or facilitating the use of bots, scripts, crawlers, automated tools, artificial intelligence, machine learning systems, or any other automated means to send messages, generate artificial engagement, conduct automated or predictive dialing, scrape data, or otherwise interact with or access the Services, except through Viber's expressly approved channels, APIs, or authorized interfaces;
- Sending, transmitting, distributing, facilitating, or enabling unsolicited bulk messages, commercial communications, spam, or any form of unsolicited electronic communications to other users or third parties through the Services, whether conducted manually, through automated means, or by any other method;

2. Viber Out

Viber Out's prices and offers are limited by this Policy. Viber's prices and offers are intended for individual use only (personal or business communications) in accordance with [Viber Terms of Service](#).

In addition to the General Fair Usage Principles above, the following is a non-exhaustive list of practices that would NOT be considered Fair Usage of Viber Out:

- Re-selling minutes;
- Call center operations;
- Making calls (manually or automatically), intended for generating income resulting from the call itself, excluding normal business calls by the user;
- Using a PBX, call center, computer or any other means to share subscription minutes between users;
- Calling multiple numbers in a short period of time; calls of short duration, or other unusual calling behaviors inconsistent with normal use.

- Using, deploying, or facilitating the use of SIM boxes, GSM gateways, or any other device, software, technical means, or method to convert, route, manipulate, or terminate international or long-distance calls as local calls, circumvent applicable interconnection rates, international termination rates, network access charges, or otherwise bypass, avoid, or reduce any charges or fees payable to Viber, its network operators, or interconnect partners in connection with the Services;

3. Viber Business Accounts

Viber Business Accounts are limited by this Policy. The Viber Business Accounts are to be used only by Micro and Small Businesses in accordance with [Viber Business Accounts Terms and Conditions](#).

For the purposes of this Policy, Micro and Small Businesses are considered to be businesses, which employ fewer than 50 persons and whose annual turnover and/or annual balance sheet total does not exceed EUR 10 million and which do not exceed an amount of 10,000 messages sent in their Business Account chat per each calendar month (GMT+0 timezone). Viber reserves the right to adjust any of the applicable thresholds, including the message volume, employee count, and turnover thresholds, from time to time at its sole discretion, with such adjusted thresholds taking effect upon publication on Viber's website.

In addition to the General Fair Usage Principles above, the following is a non-exhaustive list of practices that would NOT be considered Fair Usage of Viber Business Accounts:

- Exceeding an amount of 10,000 messages sent in the Business Account chat per each calendar month (GMT+0 timezone);
- Setting up or continuing to use Viber Business Accounts by a business, which employs more than 50 persons;
- Setting up or continuing to use Viber Business Accounts, for businesses whose annual turnover and/or annual balance sheet total exceed EUR 10 million;
- Providing, listing, displaying or selling products or services or engaging in the practices prohibited by law;
- Providing or using business details or information, including but not limited to, account names, address, product or service descriptions, and pricing, that are inaccurate, misleading, incomplete, insufficient, generic, irrelevant, not up-to-date or otherwise inconsistent with the product or service purportedly offered;
- Listing or selling products or services that infringe on copyright, trademark, patent, or other intellectual property rights;

- Deceptive or fraudulent activities, such as false advertising, price manipulation, or fake reviews;
- Using a Business Account in a manner that appears personal in nature, non-commercial, or inconsistent with a genuine or declared business purpose; or
- Using or displaying text, images, videos or other visual elements that are inconsistent, unrelated to, misrepresent, or are not reasonably connected with the business activity represented by the Business Account.

4. Viber eSIM Services

Viber eSIM Services are intended for individual or non-commercial use only in accordance with [Viber Terms of Service](#).

In addition to the General Fair Usage Principles above, the following is a non-exhaustive list of practices that would NOT be considered Fair Usage of Viber eSIM Services:

- Using the Service for commercial use, resale, lease or for profit;
- Using the Service in any way that violates these Terms, any other Viber terms, or applicable policies of any network operator or technology partner of Viber;
- Any activity or usage that disrupts, degrades, or interferes with the Service, the performance of Viber's or its partners' network, or the service quality or experience of other users;
- Usage that is excessively high or significantly higher than the average usage of other users which negatively impacts Viber's or its partners' network or the service quality for other users; or
- Acting or using the Service or inducing others to use the Service in such a manner that circumvents, disables, or interferes with any security, authentication, or usage limits of the Service.

5. Enforcement

Viber reserves the right to monitor, collect, access, and analyze your usage data, activity data, metadata, usage patterns, signals and data received from partner networks and technology partners, eSIM provisioning data, call records, messaging metadata, and any other data generated in connection with your use of the Services, through automated systems, manual review, or any other means, to detect potential violations of this Policy and maintain the Services as a safe and positive experience for all users. This section applies to usage-related monitoring for the purposes of this Policy and is without prejudice to Viber's broader rights to access, moderate or review under the [Viber Terms of Service](#).

The lists of non-Fair Usage practices in this Policy are not exhaustive. Viber may also determine other practices to be non-Fair Usage, based on unlawful, prohibited, abnormal, inappropriate, misleading, or unusual activity at its sole discretion. Failure to comply with this Policy or the applicable Terms may result, at Viber's sole discretion and without prior notice (except where the applicable law prescribes otherwise), in the restriction, suspension, termination, blocking, or limitation of visibility of your account, Service access, or Viber's relationship with you, in whole or in part.

Viber may, but shall have no obligation to provide guidance, assistance, or remediation to make your usage compliant. If Viber determines that a breach has been remedied (whether fully or partially), Viber may, at its sole discretion, lift, reverse, remove, or modify any enforcement measure previously applied, in whole or in part, following any review, verification, and/or compliance check that Viber may reasonably perform or require.

Viber reserves the right to request, at any time and at its sole discretion, that users provide documentation, evidence, or verification to demonstrate eligibility to use the Services or compliance with this Policy, including but not limited to proof of business size, employee count, annual turnover, identity verification, or any other information Viber reasonably requires. Users must provide such documentation within the timeframe specified by Viber, and failure to do so may result in enforcement action, including suspension, termination, or restriction of access to the Services. Viber has no obligation to provide reasons for requesting such documentation or to accept any documentation provided as satisfactory proof of compliance.

Viber reserves the right, at its sole discretion and without prior notice to the user, to report any activity that Viber reasonably believes may be unlawful, fraudulent, or harmful to law enforcement authorities, regulatory bodies, network partners, technology partners, or any other relevant third parties, and to cooperate fully with any investigation, inquiry, or proceeding relating to such activity, including by disclosing relevant user data to the extent permitted by applicable law. By using the Services, each user represents and warrants on a continuing basis that their use of the Services complies fully with this Policy, the applicable Terms, and all applicable laws and regulations. Any breach of this warranty constitutes a material breach of the Terms entitling Viber to take immediate enforcement action without further notice or opportunity to cure (except where the applicable law prescribes otherwise).

Current Viber Fair Usage Policy March 2026