



What are the requirements to become a whitelisted collection on AtomicHub?

These are our general whitelisting guidelines; the first port-of-call for any creator wishing to obtain whitelisted status for a collection on AtomicHub.

Version 2.07

Last Updated: 06/06/2022

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G.0 Glossary

G.1 Basic Terms

NFT	Non-fungible token.
Collection	An overarching brand, containing all of the NFTs of a particular project.
Schema	A group of similar NFT templates within a collection that share the same attributes, such as “stickers”, “armour” or “potions”.
Template	A complete set of attributes and limitations used in the minting of NFTs that differ only by mint number.
Asset	A single, individual NFT.
Attribute	A category of metadata added to an NFT, such as images, text, boolean data and more.
Play-to-Earn	The ability for a game-based project to provide earning potential to its players, typically through tokenomics, a rewarding gameplay loop, staking or other such mechanics.
Utility	The ability for an NFT to give its holder additional perks, such as access to drops, holder-only chat rooms, airdrops and more. These may include Play-to-Earn benefits, but do not explicitly have to do so.
Tokenomics	The use of a fungible token within a project, typically as the reward from a Play-to-Earn mechanic.

G.2 Collection Types

Art-based	A collection focused purely on the art of the NFTs. Does not include any play-to-earn mechanics, such as staking, tokenomics or rewarding gameplay loops.
Game-based	A collection focused on the use of the NFTs as game assets. Includes any collection with staking, tokenomics or play-to-earn elements.

G.3 Collection Status

Non-whitelisted	A “no-tick” collection, with a dotted grey border. Has not been checked by our team. All brand-new collections start at this level.
Whitelisted	A “white-tick” collection, with a white border. Has undergone the checks outlined in this document.
Verified	An “orange-tick” collection, with an orange border. Has made a major impact, is a recognized brand or figure, or has otherwise stood out as a noteworthy collection.
Blacklisted	A “red cross” collection, with a dotted red border. A collection that has been banned for breaking our whitelist requirements, Code of Conduct, or is in any way malicious, inappropriate or illegal.

1.0 Project Type

Art-based and game-based collections have different requirements for whitelisting. You must make it clear to us when applying for whitelisting which of these two groups your project falls into.

1.1 Art-based

tl;dr a collection with no Play-to-Earn elements

A collection is “art-based” if it has no Play-to-Earn elements and has no intention to create Play-to-Earn elements in future.

Note: for the purposes of this document, Play-to-Earn and Utility have separate definitions (see [G.1](#)). Art-based collections may include Utility, but they must not include Play-to-Earn mechanics in any way, shape or form.

1.1.1 If you are pre-gameplay but state your intentions to create a game, you must apply for whitelisting as a game-based collection.

1.1.2 If you apply for whitelisting as an art-based collection, but later decide that you’d like to incorporate Play-to-Earn elements, you must tell us immediately and at the earliest possible convenience prior to making this information public.

1.2 Game-based

tl;dr a collection that includes Play-to-Earn elements

A collection is “game-based” if it includes Play-to-Earn elements in any aspect.

1.2.1 Your collection must demonstrate proof that your smart contracts are working as intended on the testnet at a minimum, and the mainnet if possible, to be eligible for whitelisting. We will typically ask to be given direct access to test this ourselves.

1.2.2 Art-based collections transferring to game-based collections must remain in regular communication with our team at all times until your whitelisting as a game-based collection is confirmed. The status of your collection during this process will be judged on a case-by-case basis.

1.2.3 This includes NFTs that are used to access games, on WAX or on other chains.

2.0 Collection

The following is guidance regarding the creation of your collection and what it should include prior to your whitelist application.

2.1 Collection Name

tl;dr use a unique collection name

The collection name that you choose (max 12 characters by default) should be unique, identifiable, and easily recognised. A good idea is to use your name/moniker, or a unique brand for your project. You should avoid names that use a combination of common words.

Not okay: "waxlottery", "artcollect11", "mytravelpics"

Okay: "joelsketches", "senorlupe", "alien.worlds"

2.2 Originality

tl;dr create high quality, original content

Quality is subjective, but we want to see that you've put effort into your art. All of the assets you're using should be an original creation, commissioned for exclusive use in your collection, or appropriately licenced to be used within your collection.

2.2.1 Non-original assets may only be used if they are a small part of an otherwise original piece of content, and provided you have obtained the correct licences to use said assets commercially - in this case, within NFTs. Taking publicly available images and applying digital filters to them does not constitute original content.

2.2.1.1 We may ask for evidence that the correct licences have been obtained for any non-original assets used during the whitelisting process.

2.2.1.2 Official collaborations between creators are an exception to this requirement. Whilst all content used must still be original, correctly licenced or exclusively commissioned, creators of official collaborations may use each other's assets only if both parties agree in full to the extent, level and scope in which this is performed. We may ask for proof of such an agreement from both parties.

2.2.2 We advise you to provide proof that your content is original - e.g. design files, sketches etc. - in your original whitelisting submission in order to speed up the process.

2.2.2.1 We may also ask specific technical questions regarding the art to help us determine its originality and suitability for whitelisting.

2.2.2.2 Photography collections are allowed, provided the images are of sufficient quality and you can prove the originality of the images. NFTs consisting purely of licenced images are not permissible.

2.2.2.3 Content created using online generative tools - i.e. with no original input - does not count as original content. Generative collections using original artwork are of course allowed.

2.2.2.4 Inspiration is fine, but blatant traces/copying is not. Any content which could be considered a breach of IP is not permissible.

2.2.3 Whilst the intention of these guidelines is aimed at the art within your collection, we may also check your social media profiles, game art, websites and other sources for originality, and we may ask questions regarding the originality of content in these locations.

2.3 Community

tl;dr build a small community around your brand

To be eligible for whitelisting, you need to prove that you have already built a small community that is interested specifically in your NFT collection. The most common example of this would be a social media following on Twitter, Instagram, Discord or similar platforms.

Whilst communities built outside of your collection will be considered, these will not guarantee a successful, or faster, whitelisting process.

2.3.1 If you are an individual, company or figure of major public standing, please contact us via the Partnerships form on our Support site to discuss your collection.

2.3.2 We may conduct checks to verify the legitimacy of your community, i.e. that these communities do not predominantly consist of bot, or otherwise illegitimate, accounts.

2.4 Theme

tl;dr follow a coherent theme

Your collection should follow a coherent and recognizable theme. For example, this could be "artwork of artist X", "items of the game Y" or "paintings of animal Z".

2.4.1 The lack of a consistent theme may impact our decision to whitelist a collection and may also impact the ability of that collection to be Verified in future.

2.5 Template/Asset Creation

tl;dr create some templates/assets before applying for whitelisting

There is no fixed amount of templates/assets that we require for the purposes of whitelisting, however, we would like to see multiple unique templates/assets available prior to your application.

In general, we want to see that you have already invested considerable time and energy into building your collection.

2.5.1 We do not necessarily require NFTs to be minted, only that templates have been set up in preparation to do so. However, we will lend more credence to collections that have already minted and sold assets to their community.

2.6 Description

tl;dr write a meaningful description, including details about the creator/artist

The collection description should give the reader a quick overview of what they can expect (e.g. artwork about X, NFTs for game Y), as well as information about the creator/artist behind the collection.

2.6.1 You don't necessarily need to reveal your real identity - for example, you can use a known alias - but you must not be totally anonymous.

2.6.2 This extends to websites linked to your collection. Information should be provided about the creator/artists, including links to social media profiles and company info, if applicable, in easy-to-find locations.

2.7 Social Media Links

tl;dr include social media links on your collection page

You must also include relevant social media links in the collection description and URL field as applicable. Common examples of these are Twitter, Instagram, Discord, Telegram and others.

2.7.1 Users must be able to connect with other fans of the collection, and have the ability to contact the creators of the collection, through these social media platforms.

3.0 Art

These are common types of art that are submitted for whitelisting, and our stance on each.

3.1 Fan Art

tl;dr original IPs variants are permissible, NFTs that centre on the IP of others are not

It is a major infringement, and illegal in most jurisdictions, to violate the intellectual property of others.

3.1.1 Art that takes heavy influence from a major IP and applies it to an original creation may be permissible, but this must be done in a way that is transformative, in its own style, and could not be confused as official content from the IP holders - in other words, it must be a parody.

3.1.3 Art that could in any way be seen as infringing on the intellectual property, trademark or copyright of others is not permissible for whitelisting.

3.2 Drug-related Art

tl;dr art should neither glorify nor promote drug use

By and large, drug-related art may be eligible for whitelisting, but it must follow these strict guidelines.

3.2.1 All drug-related art must be in a non-hyper-realistic style, i.e. no photos of drugs, or life-like representations of drugs. Cartoon-like or other such illustrated, non-realistic styles are permissible.

3.2.2 Art depicting hard drug use, i.e. the use of – or alluding to the use of – injectable substances, or stimulants such as cocaine, is not eligible for whitelisting.

3.2.3 All other drug-related art is allowed, so long as it neither glorifies nor promotes the use of the drug.

3.2.3.1 AtomicHub reserves the right to refuse to whitelist a drug-related collection if we feel it is inappropriate for the platform.

3.3 NSFW Art

tl;dr art should not include real or implied sexual activity, and must be tagged as NSFW

Generally speaking, NSFW art may be eligible for whitelisting, but it must follow these strict guidelines.

3.3.1 NSFW NFTs must carry an `nsfw` attribute, set to true. This allows users to blur NSFW content on the site, should they wish to do so.

3.3.2 Nudity is allowed, but must not display primary sex organs in a primarily sexual manner.

3.3.3 Real or implied sexual activity is not eligible for whitelisting.

3.3.4 Extreme, realistic gore or violence is not eligible for whitelisting.

3.3.5 Should your NSFW art include anything which could be used to identify an individual (e.g. clear shots of faces), we may ask to see permission that said individual permits their images to be used in such a manner.

3.3.6 We reserve the right to refuse whitelisted status or de-whitelist any collection that we deem to be inappropriate. Whilst we'll endeavour to stick by the guidelines listed here, we acknowledge that NSFW art cannot be covered in blanket terms and will, in many cases, have to be dealt with on a case-by-case basis.

3.3.6.1 Furthermore, we acknowledge that although “taste” is individualistic, it will factor into the decision-making process regarding the whitelisting of a collection. To this end, we endeavour to treat each collection equally, fairly and without prejudice, with the aim to establishing a consistent standard.

3.3.6.2 Post-whitelisting, if you wish to use art within your NFTs that would generally be considered more risqué, sensual or sexual than what was presented during the whitelisting process, you must contact us to obtain permission to do so.

3.4 Non-Original & Royalty-Free Images

Non-original images, on their own, are not permissible for whitelisting

As noted in [2.2.1.1](#) and [2.2.2.1](#), NFTs consisting of purely non-original imagery are not permissible for whitelisting. Any non-original images that form a small part of a wider piece of art must only be used if the correct licences to use such imagery have been obtained.

3.4.1 Images sourced from sites such as Shutterstock, Dreamstime and others under a general licence are not permissible to be used within NFTs. These sites require a specific, advanced licence for such use, which we may ask to see.

3.4.2 Some websites have specific rules regarding the use of their assets or images within NFTs, even if the correct licences are obtained. These rules must be followed in all instances and without exception.

3.4.3 NFTs that are visually identical to those on other blockchains will not be eligible for whitelisting.

3.4.3.1 This is not a blanket ban on the ability of a creator to mint on other blockchains - simply that if a creator mints “Art Image A” on WAX, they must not mint an identical “Art Image A” NFT on ETH with the same images and metadata.

3.5 Political Content

tl;dr political collections are not permissible for whitelisting

As a general rule, collections with a purely political theme will not be eligible to be whitelisted.

3.5.1 Non-political collections may, on occasion, create NFTs with a political undercurrent, or which demonstrate their stance for a particular cause. Such NFTs are permissible, but only on the basis that these do not become the main focus of the collection itself.

3.5.2 Exceptions may be granted to this rule in very rare circumstances. Should you believe that your collection would qualify for a special exception, please communicate this to us in your whitelist application, or to our support team at the earliest convenience.

3.6 Gambling

tl;dr Collections with gambling-focused mechanics are not permissible for whitelisting

Any collection which is centred around, and directly refers to, the use of NFTs as a gambling mechanic, regardless of the art of the NFTs themselves, will not be eligible to be whitelisted.

3.6.1 This includes, but is not limited to, collections which operate as a lottery, casino games, card games, bingo, or similar.

3.6.2 You are free to create art around these themes (e.g. playing card art, slot machine art, poker chip art) - it is the operation of a collection in a way similar to a gambling operation that is not allowed.

4.0 Evidence & Procedures

This section outlines the various requirements and pieces of evidence we'll ask for during the whitelisting process.

4.1 KYC

tl;dr company/individual checks are mandatory

To be eligible for whitelisting, you must pass our compulsory KYC (Know Your Customer) checks. This service is performed by a contracted third party who will be introduced to you during the whitelisting process.

4.1.1 Passing our KYC checks does not automatically mean that your collection will be whitelisted. The rest of the requirements stated within this document must be adhered to.

4.1.2 For the sake of clarity, should you require multiple attempts at our KYC checks in order to pass, this may influence our decision to whitelist your collection.

4.2 Documentation

tl;dr be able to present evidence of art files, licences and other assets

We will ask to see multiple pieces of evidence to verify the provenance, originality and legality of your collection. This will include screenshots, recordings or access to the working project files (e.g. .psd, .obj) behind templates/assets in your collection at a bare minimum, but may also include relevant licences, permissions, and any other pieces of evidence that we deem necessary.

4.2.1 This may include providing evidence of the original sketches or concept art behind a collection, whether that is physical or digital in nature.

4.2.2 For game-based collections, this will include allowing our team to test for themselves that your smart contracts work as intended.

4.2.3.1 For the sake of clarity, at a bare minimum this includes the ability to log in with your WAX wallet, partake in a gameplay loop, and have a form of NFT integration. A block explorer will be used to check that such transactions have been performed as intended on the blockchain.

4.2.3 Upon request, you must present any additional documents or evidence asked for by our team in a timely manner.

4.3 Collection & Art

tl;dr evidence must be able to be provided for any requirement listed in this document

This document must be adhered to in its entirety in order for a collection to be eligible for whitelisting, and evidence must be able to be provided upon request for our team to verify any element listed in this document.

4.3.1 Should your collection be owned/ran by a company, the company information must be made public on your collection page using the tools provided. Individual creators do not have to publicise these details.

4.3.1.1 Company information must also be publicly available on your website in a place that can be quickly and easily accessed by users, such as your website footer. This must include the company name, business address and company ID numbers as a bare minimum.

4.3.1.2 Game-based collections will undergo compulsory company checks during the whitelist process. These same company details must then be publicly displayed in all of the locations listed.

4.3.2 We may ask for further evidence not explicitly outlined in this document to help establish facts, for the sake of clarification, or to otherwise assist in our decision-making process with regards to whitelisting your collection. If requested, this must be provided to our team in a timely manner that can be easily digested.

5.0 Guidelines

These are the guidelines that collections must adhere to in order to maintain whitelisted status, as well as an outline of the possible ramifications for failing to do so.

5.1 Code of Conduct*

tl;dr all whitelisted collections must adhere to our Code of Conduct

Our Code of Conduct, found ~~here~~, outlines a baseline of expected behaviour for whitelisted collections.

(the Code of Conduct will be added at a later date)

5.2 Discipline

tl;dr rule-breaking collections may be subject to a downgrade in collection status

Any collection found to be violating any part of this document may be subject to disciplinary action from our team. This will typically be performed by downgrading the status of your collection.

5.2.1 Any collection which commits a breach of any requirement outlined in this document, our Code of Conduct, or is in any way malicious, inappropriate, or illegal, or has otherwise committed a major infraction in the manner prescribed or inferred through these documents, may be subject to a downgrade in collection status.

5.2.3 Any Verified collection which commits a breach of the standards expected of a Verified collection may be subject to de-verification - the downgrading of a collection from Verified status to Whitelisted status.

5.2.3.1 We recognise [5.2.3](#) as being relatively vague. This is to protect what goes into our decision-making process for assessing Verified status for a collection. Should a de-verified collection wish to speak with us, see [5.2.4](#).

5.2.4 Whilst we will endeavour to do so where appropriate - particularly in the case of downgrading the status of a collection - the AtomicHub team is not required to communicate with creators directly prior to a collection status change. In any and all cases however, creators may contact us via our Support portal to discuss these changes, and the reasoning behind them.

5.2.5 In reference to [6.1](#), the status of a collection may change at any time between any of the status variations outlined. Although rare, collections may, for example, move from Whitelisted to Blacklisted status, bypassing non-whitelisted status, should we consider it to be necessary.

5.2.6 AtomicHub bears no responsibility for the impact a change of collection status may have on a collection.

6.0 Final Notes

Here's a few miscellaneous, but no less important, items of interest.

6.1 Our Rights

The final decision lays with AtomicHub in all instances outlined in this document

AtomicHub reserves the right to de-whitelist collections at any point following the standards established by this document. The final decision regarding a change in the collection status for any and all collections on AtomicHub lies solely with the AtomicHub team.

6.1.1 Furthermore, AtomicHub reserves the right to change the whitelist requirements outlined in this document at any time without warning. All collections must prescribe to the new requirements in order to maintain their collection status.

6.2 Disclaimer

The collection status is not an endorsement

The aim of our whitelisting procedures is to, in a quick and easy way, inform the user that the collection in question has passed the requirements outlined by this document. Collection status should in no way be seen as, considered to be, or claimed to be an endorsement of that collection by AtomicHub.

6.2.1 Any collection which promotes their collection status as an endorsement of their activity by the AtomicHub team may be subject to the disciplinary action outlined in [5.2](#).

6.3 Verifications

See [G.3](#)

Verified collection status is handled on a case-by-case basis, and there are no set criteria in order to be eligible. In general, Verified status is given to collections that have made a major impact, are from a recognized brand or public figure, or have otherwise stood out in a positive manner within the community.

6.3.1 Collections are more than welcome to reach out to us via our Support portal to suggest themselves for Verification, however this does not in any way guarantee that your collection will obtain Verified status, or that it will influence our decision-making process.

6.3.1.1 Additionally, whilst fans of particular collections may request that Verified status be given to such collections, this will in no way influence our decision-making process. Collections found to be actively promoting such

behaviour may impart a negative factor into those decision-making processes.

6.3.2 Verified collections must uphold themselves, and to as much extent as possible their communities, to a high-level of integrity, consideration and respect to their fellow creators and collectors on AtomicHub, as well as to the AtomicHub and WAX teams, the wider community, and any other organisations or bodies of relevance to our operations.

6.3.2.1 Verified collections are often seen by the community to be role-models in the space, and/or ambassadors for NFTs on the WAX/EOS blockchains. As such, all Verified collections must conduct themselves in a manner that would be reasonably expected of such titles.

6.3.2.2 This is not intended, and in no way should be taken to be, an attempt to silence critique, honest opinions or genuine debate. We simply ask that with respects to the collection status, Verified collections in particular conduct themselves in a right and proper manner, with the aim of upholding the standards set by 6.3.2.

6.3.3 As outlined in [6.1](#), the final decision regarding a change in the collection status for any and all collections on AtomicHub lies solely with the AtomicHub team.