

Brand and Influencer Disclosure Statement

This Disclosure Statement outlines the guidelines and requirements for sponsored content created by influencers in collaboration with the Brand. Transparency and compliance with relevant regulations and social media platform rules are required for all published content.

Disclosure Requirement

Influencers must clearly disclose their material relationship with the Brand in all sponsored content, including but not limited to posts, stories, videos, and blogs.

- Disclosures must be placed at the beginning of the content and be easily noticeable and understandable by the audience.
- Acceptable disclosures include: “Ad”, “Sponsored by [Brand]”, “Paid partnership with [Brand]”, or similar clear statements.
- Disclosures must not be hidden within a group of hashtags or buried in the caption.
- Video disclosures must be visible and/or audible within the first few seconds of the video.
- For live or ephemeral content (e.g., Stories), disclosures must be present on each segment where the Brand is mentioned or displayed.

Content Guidelines

- All content must reflect honest opinions, findings, beliefs, or experiences of the influencer.
- No false, misleading, or unsubstantiated claims about the Brand or its products/services.
- Images and posts must clearly feature the Brand as agreed upon.

Regulatory Compliance

Influencers must comply with all applicable laws, including the Federal Trade Commission (FTC) Endorsement Guides and relevant advertising standards in the country of publication.

Duration

This disclosure requirement applies for the duration of this collaboration and for as long as the sponsored content remains publicly accessible.

Brand Representative Name & Signature

Date

Influencer Name & Signature

Date
