

Influencer Usage Rights and Disclosure Guidelines

Usage Rights

- The content created as part of this partnership may be used by the brand across its owned digital channels, including website and social media.
- Content may be repurposed for promotional and marketing materials (e.g., newsletters, paid ads) with proper credits.
- All usage rights granted are non-exclusive and non-transferable unless otherwise agreed.
- The brand will not alter, edit, or modify influencer content without prior approval.

Influencer Responsibilities

- Ensure all content is original and does not infringe on third-party rights.
- Disclose partnership or sponsorship clearly and visibly in all posts as per regulatory requirements.
- Use only approved hashtags and mentions provided by the brand.
- Provide content for review and approval before posting, if requested by the brand.

Disclosure Guidelines

- **Disclosure must be clear and conspicuous** (e.g., using #ad, #sponsored, or similar statement at the beginning of the caption or within the first few lines).
- Comply with local advertising and influencer marketing regulations, including FTC guidelines if applicable.
- Tags, mentions, or endorsements must accurately represent your honest experience and opinions.

Term & Termination

- Usage rights are granted for a period specified in the agreement or campaign brief.
- The brand may revoke usage rights in case of breach of guidelines or terms outlined herein.

Contact

For any questions regarding these guidelines, please contact your brand representative.