

# Brand and Influencer Confidentiality Agreement

Date: \_\_\_\_\_

This Confidentiality Agreement ("Agreement") is made and entered into by and between:

Brand: \_\_\_\_\_

Influencer: \_\_\_\_\_

## 1. Definition of Confidential Information

For the purposes of this Agreement, "Confidential Information" means all non-public information or material disclosed by the Brand to the Influencer, including but not limited to marketing strategies, campaign details, product information, pricing, and any other proprietary data.

## 2. Obligations of the Influencer

- To hold all Confidential Information in strict confidence.
- Not to disclose any Confidential Information to third parties without prior written consent of the Brand.
- To use Confidential Information solely for the purposes of the agreed collaboration or campaign.

## 3. Exclusions

The obligations above shall not apply to information that:

- Is or becomes publicly known without breach of this Agreement;
- Is received from a third party without breach of any obligation of confidentiality;
- Is independently developed by the Influencer without reference to the Confidential Information.

## 4. Duration

This Agreement and the Influencer's duty to hold Confidential Information in confidence shall remain in effect for two (2) years from the date above, unless otherwise agreed in writing.

## 5. Miscellaneous

- This Agreement is governed by the laws of \_\_\_\_\_.
- This Agreement represents the entire understanding between the parties and supersedes all prior discussions.
- Amendments must be in writing and signed by both parties.

\_\_\_\_\_  
Brand Representative

Date: \_\_\_\_\_

\_\_\_\_\_  
Influencer

Date: \_\_\_\_\_