

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: _____