

Influencer Standards of Conduct

With respect to promotional messages, photos, or other communications made on social media platforms about our products and brand(s), all influencers must adhere to the following standards:

- You must comply with the Federal Trade Commission's (the "**FTC**") Guides Concerning Endorsements and Testimonials, including making:
 - Statements that reflect your honest beliefs, opinions, and experiences; and
 - Clear and conspicuous disclosure about your connection to us in all of your posts.
- To better understand your responsibilities under the Endorsement Guides, you must review:
 - The FTC's Endorsement Guides: What People Are Asking.
 - FTC: The Do's and Don'ts for Social Media Influencers.
 - FTC: Disclosures 101 for Social Media Influencers.
 - FTC: Do you endorse things on social media?
- You may not:
 - Make deceptive or misleading claims about our products or our competitors' products or services;
 - Make any claims about our products or our competitors' products that are not backed up by evidence;
 - Disclose any of our confidential information;
 - Disparage our brands or products;
 - Engage in any communication that is defamatory or infringes upon the copyright, trademark, privacy, publicity, or other intellectual property rights of others;
 - Offer for sale competitive products or services from third parties (unless you have prior approval) in the same posts in which you mention or promote our product(s) or brand(s);
 - Make offensive comments that have the purpose or effect of creating an intimidating or hostile environment;
 - Post content that promotes bigotry, racism, or discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age;
 - Use ethnic slurs, personal insults, obscenity, or other offensive language;
 - Make comments or promote programs or ideologies that are regressive, misogynistic, fringe, extreme or potentially offensive to our consumers or inconsistent with our brand(s) identity and

- reputation; and
- Make any comments or post any content that in any way promotes unsafe activities that could lead to an unsafe situation involving our consumers or other individuals.
- You must adhere to:
 - The posted policies, guidelines, and terms of use on any platform on which you post content on our behalf, understanding that any these platforms' disclosure requirements about your connection to us do not necessarily satisfy FTC disclosure requirements; and
 - Any additional guidelines provided by us, such as product or brand-specific program requirements.
- You must not create fake followers or engagement on social media platforms, such as:
 - Buying followers;
 - Using bots to grow audience size by automating account creation, following, commenting, and liking; or
 - Post fake sponsored content.