



Advertising and Ethical Marketing Policy

Rev. 1.0

Several of Rain Organica's core values are reflected in this advertising and ethical marketing policy. Most notably Rain Organica's values around transparency and ethical business practices are reflected throughout and these policies also include practices to align with local, state, and federal laws and establishes barriers to avoid stepping into the realm of healthcare provider.

Rain Organica will not:

- Make any claims suggesting that the organization, its founder, or employees are healthcare practitioners or licensed in any way to make diagnoses and/or prescribe medications or recommendations
- Make any claims suggesting that the skincare products will treat or cure any condition (this is also an FDA regulatory compliance requirement)

Further, Rain Organica will not:

- Enter into an advertising agreement or spend advertising money with companies or platforms that openly violate privacy policies or incorporate spam tactics in advertising
- Enter into an advertising agreement or spend advertising money with companies or platforms that openly allow or promote hate speech, slander, misogyny or racism

Prior to marketing campaigns, Rain Organica will ensure compliance with the following:

- Compliance with federal and state co-venture laws (specifically as related to charitable giving practices and collaborations with charitable organizations)
- Compliance with FDA guidances and regulations for skincare products (as the company evolves, this requirement will extend into every product and service area offered by the company and is applicable to those areas prior to any new product launches without revision of this policy)

For any advertising campaign, Rain Organica will preferentially select to spend advertising dollars with companies aligned to at a minimum these values:

- Transparency
- Organizations that incorporate practices to serve humanity, examples include:
 - organizations that incorporate giving into the organization structure (i.e. actions of users of the platform/app result in money raised for charity)
 - organizations committed to keeping information free on the internet and avoiding paywalls for access to journal articles)
 - organizations committed to giving a safe space for under-represented voices

Wholistically, advertising campaign preference is given to independent organizations & small companies (i.e. independent magazines and grassroots platforms).



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Rain Organica will absolutely NOT sell any customer data to 3rd parties or spend advertising money with organizations that knowingly sell customer data to 3rd parties, and a knowing violation of this paragraph of the policy will result in immediate severance of employment.

Furthermore, Rain Organica seeks to comply with local, state, federal, and when necessary global laws and regulations to ensure customer & client data is protected.

Document Change History

Version Number	Description	Justification
1.0	New document formally capturing Rain Organica's advertising and ethical marketing policy	To establish governance documents for the company, specifically supporting Rain Organica's endeavor to align with B Corp standards.