

# MEDIA POLICY



## Dear Partner,

Thank you for choosing to partner with Joyya. Everyone benefits when there's a little more good in the world. We think the best place to start spreading good is where we work, live, and play. That's why our mission at Joyya is to squash the norms. To bet on the battlers — those who face adversity with courage. And to build authentic relationships, one neighborhood at a time.

Our customers often partner with us because they want to empower communities marked with oppression and poverty. We view the Joyya story as a shared resource. We realize our social mission can be compelling for your marketing & want to equip you with the tools to tell our story. We partner with hundreds of companies, wholesalers, & organizations and it's extremely important to us that the communication regarding Joyya is consistent & accurate. Please help us share the Joyya story with excellence & integrity.

## Media pack

After you review this document and sign your order confirmation, we will send you a link to our Media Pack. This pack includes pictures & verbiage you can use to share the Joyya story with your audience. Joyya is the copyright holder and owner of all media and is granting a limited license to use the copyrighted media for reproduction in your marketing of Joyya products (website, social media, point of sale signage, videos, newsletters, catalogs, co-branded swing tags, labels, and other marketing collaterals). We ask that you acknowledge and agree that the media shall remain the property of Joyya.

We also offer an exclusive media package free of charge for larger orders and fee-based for smaller orders. Please read more about our media package offerings [HERE](#).

## **External communications**

We request you to give us the right to preview Joyya related marketing materials and be willing to edit your public communication about Joyya if it shares our story inaccurately or in a way that is uncomfortable to our employees. To make sure your content is sharing the story accurately & consistently, please share it with us via email at [marketing@joyya.com](mailto:marketing@joyya.com) before publishing publicly. We will respond promptly with approval or requested edits.

## **Respect for Joyya employees and communities**

It's incredibly important to us to communicate carefully about our social mission & our team. Members of the Joyya team come from diverse backgrounds. Please do not make broad statements that imply all employees have experienced exploitation. Our employees who've experienced exploitation prefer not to be known for the sad things of their past, but rather for who they are today. Therefore, please avoid associating Joyya with stigmatizing words such as "victim" or "sex trafficking survivor" and instead use the phrases "communities affected by oppression & poverty" or "escaping exploitation". In addition, we don't want to label Joyya as a place where everyone has experienced exploitation. Our employees who do not have histories of exploitation prefer not to be associated with this negative stigma. Our goal is to create opportunities, not associate any of our employees with negative stereotypes.

## **Photography & video**

As our Partner, you may be interested in photos & videos of Joyya's employees, communities & production processes. However, this can be sensitive because some people have previously been exploited through photos & videos. We want them to feel comfortable building relationships with us, coming to work & don't wish to remind them of bad memories. Only after people give their consent will we show their faces in pictures and videos. Requesting permission ensures they have control of their story and that their wishes are respected. Therefore, we would request you not to use any of our media assets without asking for approval.

## **Visiting Joyya in India**

We welcome visitors! As our Partners, we want you to see first-hand how Joyya is impacting the communities we work and live in. We recognize visiting can also confirm our ethical manufacturing processes. Please keep in mind that when you visit, you may not take pictures within the Joyya Facilities. Our Media Pack is a wonderful resource for production photos. If interested in visiting, contact [visiting@joyya.com](mailto:visiting@joyya.com) and we will connect you with our team in India to set up a trip.

## Impact stories

We realize the importance of connecting in a meaningful way with Joyya's employees. For this reason, we periodically interview employees and feature their stories via our digital platforms. Please understand that some Joyya employees are more willing to talk openly & freely about their histories and hopes for the future than others. If you would like to share any of our employee stories, please request approval by writing an email to [marketing@joyya.com](mailto:marketing@joyya.com) as we seek to respect each employee's comfort level & timing for sharing their story.

## Communicating our certifications

Joyya products manufactured in our own factories hold a World Fair Trade Organization (WFTO) Guarantee. This means we have active membership in WFTO, have been externally audited, & found to adhere to the 10 Fair Trade Principles of WFTO. As our Partner, you can be confident in Joyya's ethical practices, and know that your products are made at a Fair Trade company. However, WFTO has rules regarding the communication of Fair Trade. We ask you to adhere to these rules & have laid them out below.

- You may say on your website, product tag/label/packaging, or other marketing materials that your Joyya products produced in our factory are made at a 'Fair Trade Guaranteed factory'.
- You may not say your company is Fair Trade unless your company also has a WFTO membership.
- If you're not a member of WFTO, they'll allow you to use the WFTO logo if you pay a 1% sales commission to WFTO.

More Resources on the usage of the WFTO logo:

- <https://wfto.com/sites/default/files/Ch%209%20Claim%20Label%20and%20Logo%20April%2016.pdf>
- [https://wfto.com/sites/default/files/WFTO\\_First%20Buyers%20Label\\_1.pdf](https://wfto.com/sites/default/files/WFTO_First%20Buyers%20Label_1.pdf)

Still have questions: Mail us at [marketing@joyya.com](mailto:marketing@joyya.com)

## What can you say?

We require all Joyya Partners to join us in respecting Joyya's employees and communities. The easiest way to correctly present our social mission and respect Joyya's people is by using the verbiage in our Media Pack. We are excited to share this communication tool with you! We want the Joyya story & your story of ethically made products to get out! We want consumers to see that their purchases are vital in transforming communities marked with extreme oppression & poverty.

Our Media Pack is a growing resource & we're always open to suggestions on what we should include. Currently, we have the following:

- Joyya logo
- Photos of the communities we support
- Photos of products in production
- Verbiage about Joyya, our values, & the communities

Thank you for understanding & joining us in balancing the need to share our social mission and the need to respect our people. Please confirm your agreement to follow our media policies by signing the corresponding order confirmation.

### **Communication about your company**

We'd like to communicate about partnering with your company. We feel the cross-promotion is beneficial for both of us. It raises awareness about your company & the ethical standards that you adhere to in your supply chain. It helps us let future customers know we sell awesome products for professional customers. Please check the boxes in your order confirmation to let us know how we should communicate about your company.



Thank you for understanding & joining us in balancing the need to share our social mission and the need to respect our employees. Please confirm your agreement to follow our communication policies by signing & returning the order confirmation to us. We look forward to partnering with you!

Intended for use by Joyya Partners only. For any media related inquiry send us an email at [marketing@joyya.com](mailto:marketing@joyya.com). Visit us at [www.joyya.com](http://www.joyya.com).