

CODE OF CONDUCT INFLUENTIALS

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This Code of Conduct is used by Influentials Network B.V., registered in the chamber of commerce of the Netherlands under number 62101986.

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General

This Code of Conduct sums up the general behavior we expect from the users of our Influentials platform. We reserve the right to modify this Code of Conduct at any time. Therefore, you should periodically check this Code of Conduct to ensure you are up to date with our latest version.

Keep it clean

1. We don't support social media posts or blog posts which incite, advocate or express pornography, obscenity vulgarity, profanity, hatred, bigotry nor violence. We don't support social media posts or blog posts which threaten, stock, defame, defrauds, degrade, victimize or intimidate an individual or group of individuals for any reason; including of the basis of age, gender, disability, ethnicity, sexual orientation or race.

No comparative advertising

1. With that we mean that within the same social media post or blog post a product or service should not be compared with another specific product or service of similar nature.

No combined advertising

1. A social media post or blog post should not endorse two or more products or services at the same time. Unless it is a post regarding fashion, in which case it could include several endorsed items from various brands, if this was discussed and agreed upon upfront with the brand or agency.

Stick to (local) legislation

1. Make sure you are up to date with your local legislation regarding the (commercial) use of social media and stick to it.

Sponsored content

1. It should be absolutely clear that a social media posting is sponsored or is an advertisement. At the least, the social media posting should include a #spon/#ad or similar hashtag which makes it absolutely clear that the social media posting is either sponsored or is an advertisement. In case of a blog post it should clearly mention that blogger got paid for the blog post.

Focus (of attention)

1. The product or service should be the main focus of attention. This means that in the social media post or blog post there should be no elements which could be distracting from the product or service. This also means that the product or service is not a minor element in the social media post or blog post.