

ENDORSEMENT POLICY

1. Purpose

This Endorsement Policy establishes the principles and guidelines for providing truthful, transparent, and lawful endorsements for the promotion of services, products, or brands. It aims to ensure compliance with applicable laws, protect the integrity of endorsements, and maintain consumer trust.

2. Scope

This policy applies to all endorsements, testimonials, statements, or promotional content created by endorsers and/or influencers on behalf of the organization or platform, across all media and platforms.

3. Endorser Eligibility and Representation

- 3.1 Endorsers must provide endorsements that are truthful, accurate, and based on genuine experience or opinion.

- 3.2 Endorsers must have the legal right to provide the endorsement and confirm no restrictions prevent them from doing so.
- 3.3 Endorsements must not contain false, misleading, or deceptive statements.
- 3.4 If an endorsement is paid, incentivized, or materially connected to the endorser, this must be clearly disclosed.

4. Content Standards

- 4.1 Endorsements should be honest and substantiated with evidence where necessary.
- 4.2 Endorsements must not make false claims or exaggerate benefits.
- 4.3 Any use of trademarks, logos, or branding must be authorized and used in accordance with licensing terms.
- 4.4 Endorsers shall not make statements that are unfair, unconscionable, or deceptive under applicable law.

5. Use of Endorsement Materials

- 5.1 Endorsement content, including trademarks or logos, may only be used for the purpose specified in the endorsement agreement or policy.
- 5.2 The organization reserves the right to review and approve endorsement content prior to publication.
- 5.3 Endorsement content should not be modified or distorted without prior approval.

6. Disclosure and Transparency

- 6.1 Endorsers must disclose material connections, such as paid or incentivized endorsements, in accordance with legal requirements (e.g, Consumer Protection Act, advertising standards).
- 6.2 All endorsements must comply with applicable laws and regulations related to advertising and consumer protection.

7. Intellectual Property

- 7.1 Endorsement materials should not infringe third-party rights.
- 7.2 Endorsers retain rights to their trademarks and logos but grant licenses for their use in endorsements.

- 7.3 The organization will not modify endorsement trademarks or content without approval.

8. Confidentiality and Data Privacy

- 8.1 All proprietary or sensitive information disclosed during endorsement activities must be kept confidential
- 8.2 Personal data collected during endorsement activities must be handled in accordance with applicable privacy laws, such as POPIA.
- 8.3 Endorsers and the organization shall implement appropriate security measures to protect personal information.

9. Term and Termination

- 9.1 Endorsements are valid for the duration specified in the agreement entered into by the endorser and the organization.
- 9.2 Either party may terminate endorsement activities with prior notice, after which use of endorsement content must cease, except for ongoing campaigns.

10. Liability and Indemnity

- 10.1 Endorsers warrant that endorsements do not infringe third-party rights and are truthful.
- 10.2 Endorsers agree to indemnify the organization against claims arising from false or misleading endorsements.

11. Publicity and Disclosures

- 11.1 All publicity or announcements regarding endorsements must be mutually approved.
- 11.2 Endorsements must not harm the reputation of the organization.
- 11.3 Material connections (such as paid endorsements) must be clearly disclosed in all promotional content.

12. Dispute Resolution and Governing Law

- 12.1 Disputes arising from endorsements will be resolved through negotiations, mediation, or arbitration in accordance with South African law.
- 12.2 The organization's policies shall be governed by applicable South African legislation.

13. Compliance

- 13.1 All endorsers and personnel involved in endorsement activities must adhere to this policy.
- 13.2 Regular reviews and training should be conducted to ensure compliance with legal and ethical standards.

