

Federal Trade Commission (FTC) Guidelines

Indi requires everyone who posts commission bearing Indi Links and/or receives other incentives from Brands to comply with the **Federal Trade Commission (FTC) Rules**.

If you are provided with payment, commission or any free product or service from a Brand, you **MUST** disclose your relationship with them in each related post. This disclosure is required so your audience understands the connection between you and the Brand, and these disclosures **MUST** be **CLEAR** and **CONSPICUOUS**.

Disclosures should be upfront in the first few sentences, and with respect to a video post also within the video itself. Disclosure must be on the post itself; not in footnotes, hyperlinks, in a bio, or in an about section.

RECEIVING COMMISSION ONLY

If you are only receiving commission from the brand through your Indi tracking links, please be sure to provide a descriptive disclosure on your posts and in your videos such as:

“While I am not being paid for this post, please note that I will receive a commission from the brand for purchases made through my link(s) above.”

OR

“I will be paid a commission if you buy from my link!”

RECEIVING PAYMENT FOR POST OR FREE PRODUCT

If you are being paid to post, receiving free product to review, or receiving any other incentives from the brand to post, please follow guidelines per platform below:

<p>On FACEBOOK, INSTAGRAM and other social media platforms that do not have character limitations like Twitter, the disclosure should be placed at or near the beginning of the post, within the first three lines of the post. The disclosure can be "Ad" or "Paid" or a similar longer disclosure like "Advertising Content" or "Paid Promotion".</p>	<p>On YOUTUBE, the "Ad" or "Paid" disclosure should be in the video itself at the beginning of the video. It is best to have the influencer say the disclosure orally. The disclosure can also be in the caption or written description, but it must also be in the video itself. Any social posts driving viewers to this content must have the "Ad" or "Paid" disclosures outlined above.</p>
<p>On TWITTER, the disclosure should be "#Ad" or "#Paid" and can be used with or without a hashtag. The disclosure can appear anywhere in the tweet because given the space limitations in Twitter any placement will be clear and conspicuous.</p>	<p>If an influencer posts something that is MULTI-MEDIA (or with a written and video component), there should be a disclosure in the text portion and in the video itself, "Ad" or "Paid".</p>
<p>In BLOGS, the influencer must disclose the connection to brand at or near the top of the blog post using the words "Ad" or "Paid". The influencer within the post can provide more information about his or her connection to brand. Examples: "<brand> gave me a <describe freebie>" or "I was given a free meal to try by <brand>" or "This is a paid promotional message". Any social posts driving viewers to this content must have the disclosures outlined above.</p>	