



## BRAND AMBASSADOR GUIDELINES

Salad and Go believes in full, fair, and effective disclosures of material facts relating to all its Brand Ambassador relationships in accordance with the Federal Trade Commission's published "Guides Concerning Endorsements and Testimonials" (available at <https://www.ecfr.gov/current/title-16/chapter-I/subchapter-B/part-255>). As such, Salad and Go requires that all Ambassadors adhere to the following guidelines (the "Guidelines") when blogging, tweeting, podcasting, posting on social media, or otherwise publishing content about the Salad and Go brand, products or services.

1. **Disclose the Connection to Salad and Go** – When posting about the Salad and Go brand, products or services, Ambassadors must clearly disclose their "material connection" with Salad and Go, including the fact that an Ambassador was afforded any consideration, was provided with certain experiences, or is being paid for a particular service. A "Material connection" means any connection between an Ambassador and a marketer that could affect the credibility consumers give to that Ambassador's statements. Examples of "material connections" include benefits or incentives, such as monetary compensation, free products or services, in-kind gifts, or special access privileges provided by a marketer to an Ambassador.
2. **Maintain Clear and Conspicuous Disclosure** – The material connection disclosure should be made in close proximity to any visual references the Ambassador makes to the Salad and Go brand, products or services, and the disclosure should also be made audibly when Ambassador speaks about the Salad and Go brand, products or services. This disclosure should be easily understood by ordinary consumers and prominent enough that it's difficult to miss when consumers are reading or listening to the Ambassador's content. This means the disclosure should not be buried behind links or in Terms and Conditions or similar documents. In addition, the consumer should not be required to click on, scroll down or mouse-over a link to view or hear the disclosure. Please note that a disclosure is required regardless of any space or time limitations of the medium. Where a visual disclosure can be made via hashtags (such as #sponsored, #advertisement, or #paidad), it is preferable to place such hashtags at the beginning of a post. An audible disclosure should be delivered in a volume, speed, and cadence sufficient for ordinary consumers to easily hear and understand it.
3. **Give Your Honest and Truthful Opinions** – An Ambassador's statements should always reflect the Ambassador's honest and truthful opinions and actual experiences; however, we ask that all Ambassador content (blog entries, social media posts, and verbal comments) be in good taste, free of inappropriate language or that promotes bigotry, racism or discrimination against an individual based on race, gender, religion, nationality, disability, sexual orientation, or age.
4. **Only Make Factual Statements That Are Truthful and Can Be Verified** – In an effort to accurately relay brand names, product attributes, available services, or promotional information, please refer to the Salad and Go-provided materials when developing content pertaining to Salad and Go's products, services, personnel, or sponsored events. Most importantly, an Ambassador must only make factual statements about Salad and Go, its product characteristics or quality that the Ambassador knows for certain are true and can be verified. For example, an Ambassador should not make statements about the quality of a product unless the Ambassador has firsthand experience with that product.
5. **Respect Intellectual Property Rights** – Intellectual Property is the group of legal rights to works that people create or invent, including copyright, trademark, and trade secrets, as well as the right to use someone's name, image, or voice. Examples include photographs, videos, music, logos, advertising slogans, personal names and likenesses (including celebrities' names and likenesses), and writings. An Ambassador should never post or share any content that violates or infringes the intellectual property rights of any third party. If an Ambassador is unsure about a work, particularly in instances where a work includes a third-party's trademark or logo, or music, film or television clips, or a celebrity's name, voice or image, the Ambassador should check with appropriate legal counsel before using the work. A good rule of thumb is - if in doubt, do not post.
6. **Comply with Other Policies and Laws** – Every Brand Ambassador should comply with all applicable laws, rules, and regulations, as well as the terms, conditions, guidelines and policies of any social media platform or digital service that an Ambassador uses in connection with the services provided by the Ambassador.

**PLEASE NOTE THAT SALAD AND GO RESERVES THE RIGHT TO MONITOR EACH BRAND AMBASSADOR'S COMPLIANCE WITH THESE GUIDELINES AND TO TERMINATE AN AMBASSADOR'S PARTICIPATION IN ANY APPLICABLE CAMPAIGN FOR ANY REASON.**