

CUCU

## CUCU SPORTS DISCLOSURE POLICY

The following outlines Cucu Sports' disclosure policy regarding sponsored or other commercial collaborations between a brand and an athlete or other social media influencers ("Influencer").

Influencers are incentivised – in exchange for payment (directly or in kind) – to post content on their social media accounts as part of a sponsored collaboration with a brand. This means that the brand has agreed with the Influencer or Cucu Sports a payment for the Influencer's sponsored activity.

Brands who fund sponsored collaborations do so with the understanding that they cannot change or influence an Influencer's honest opinion of, and experience with, a product or service.

All Influencers who engage in sponsored activity for Cucu Sports and its brand clients are required to disclose that they have received payment in money or payment in kind. This disclosure must appear in the body of each item of sponsored content. So, for example, if a series of tweets are sent, each tweet should clearly be identified as a sponsored tweet. On Twitter or Instagram, where space is limited, this can be done by means of a hashtag indicator – such as #ad or #sponsored.

Where the content of the video or message is controlled by the brand, this is an 'advertorial' and must be labelled as such so that viewers/readers are aware of this before engaging. Appropriate labels include 'ad', 'ad feature' or 'advertorial'. (Merely saying 'sponsored' doesn't work here because that doesn't convey that the brand controls the content of the video or message).

Where activity is conducted in an 'ad break' within video or audio in the social media account, the consumer needs to be clear when the advertisement starts. This could potentially be done in a variety of ways, for example: onscreen text stating "ad", "ad feature", holding up a sign, incorporating the brand's logo, or by the Influencer simply explaining that they've been paid to talk about the brand's product or service.

For instances of brand product placement within a social media account, effective disclosure can be achieved by text stating "ad", "product placement", holding up a sign in a video, or the Influencer clearly explaining that they've been paid to talk or write about the product.

Regardless of the social media account used, the disclosure must be in a form easily understood by readers or viewers, to ensure full transparency.

All sponsored activity must be legal, decent, honest and truthful and abide by the CAP Code (for promotions in the UK) which covers social media promotions, and any local legal or regulatory requirements in other territories.

All sponsored activity must be in accordance with the terms of use governing the social media account (for example, Twitter, Facebook and Instagram's terms of use)