
Fighting to free the world
of CSAM.

Learn more and get involved:
[Inhope.org](https://www.inhope.org)



Brand Ambassador

INHOPE

Brand Ambassador

We are excited to have you in the fight against Child Sexual Abuse Material online.

This contract provides a clear overview of what is expected from an INHOPE Brand Ambassador. If you have any questions please feel free to reach out to communications@inhope.org.

Deliverables

- Representing INHOPE positively in a multitude of settings
- Raising awareness with content created by you or provided by INHOPE
- Participating in event marketing (sharing updates on the Safer Internet Forum and INHOPE Summit)
- Generating brand awareness through word-of-mouth marketing
- Being an opinion leader in his/her community on the topic of CSAM; informing the public of what to report, where to report and understand the importance of removing of CSAM online
- Providing feedback on activities and ideas to increase global reach
- Promoting INHOPE via his/her personal social media accounts; tagging the appropriate INHOPE social channels.

Specifications

- No content will be posted that knowingly supports individuals or organisations associated with Child Sexual Abuse and Exploitation

Brand Ambassador Agreement

By applying to become an INHOPE Brand Ambassador you agree to the following:

1. Appointment. INHOPE would like the Brand Ambassador's assistance in promoting / recommending INHOPE as a leading global network and global reporting platform for Child Sexual Abuse Material (CSAM) via their social media accounts. INHOPE hereby appoints the Brand Ambassador as its representative on a non-exclusive, non-employee basis to endorse and promote its services to the target audience.

2. Term. This Agreement shall have an initial term of one year and shall automatically renew for additional one-year terms thereafter unless either party provides thirty days prior written notice of its intention of nonrenewal.

3. Deliverables. The Brand Ambassador will be expected to complete the deliverable outlined in this document and shall conform to the specifications, abide by the rules of the relevant social media platforms, and are subject to INHOPE's acceptance and approval.

4. Cancellation. Either party may terminate this agreement upon ten days prior written notice if the other party breaches this agreement and does not cure such breach within such time period. In addition to any right or remedy that may be available to INHOPE under this agreement or applicable law, In addition, in the event that the Brand Ambassador has breached this agreement, INHOPE may (i) immediately suspend, limit or terminate the Brand Ambassador's access to any Advertiser account and/or (ii) instruct the Brand Ambassador to cease all promotional activities or make clarifying statements, and the Brand Ambassador shall immediately comply. Either party may terminate this agreement at any time without cause upon thirty days prior written notice to the other party.

5. Collateral Details. INHOPE shall provide the necessary content and briefing materials to enable the Brand Ambassador to perform the Brand Ambassador marketing services. If the Brand Ambassador has obtained employees or agents (the "Brand Ambassador Personnel"), the Brand Ambassador shall be solely responsible for all costs associated with the Brand Ambassador Personnel.

6. Items to Avoid in Brand Ambassador Posts:

The Brand Ambassador agrees to avoid mentioning the following agreed opposing parties of INHOPE:

- Prostasia Foundation
- Any corporations or individuals associated to CSAM.

The Brand Ambassador agrees to abide by all guidelines set in the INHOPE's Brand Guidelines.

The Brand Ambassador agrees that all blog posts, social media statuses, tweets, and/or comments should be in good taste and free of inappropriate language and/or any content promoting bigotry, racism or discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age).

7. Approval and Content Origination: The Brand Ambassador understands that all promotions and products they promote as part of this agreement are controlled by INHOPE. The Brand Ambassador assumes all responsibility for verifying that the campaign materials used meet INHOPE's approval.

8. Confidentiality and Exclusivity. During the course of the Brand Ambassador's performance of services for INHOPE, the Brand Ambassador will receive, have access to and create documents, records and information of a confidential and proprietary nature to INHOPE and INHOPE's member hotlines. The Brand Ambassador acknowledges and agrees that such information is an asset of INHOPE or its member hotlines, is not generally known to the public, is of a confidential nature and, to preserve the goodwill of INHOPE and member hotlines must be kept strictly confidential and used only in the performance of the Brand Ambassador's duties under this Agreement. The Brand Ambassador agrees that he/she will not use, disclose, communicate, copy or permit the use or disclosure of any such information to any third party in any manner whatsoever except to the existing employees of INHOPE or as otherwise directed by INHOPE in the course of the Brand Ambassador's performance of services under this Agreement, and thereafter only with the written permission of INHOPE. Upon termination of this Agreement or upon the request of INHOPE, the Brand Ambassador will return to INHOPE all of the confidential information, and all copies or reproductions thereof, which are in Influencer's possession or control. The Brand Ambassador agrees that during the tenure of this contract, and for a three-month term afterward, the Brand Ambassador will not undertake influencer marketing for a competitor in the same vertical as INHOPE.

9. Compensation. In full consideration of the Brand Ambassador's performance, his / her obligations and the rights granted herein, the Brand Ambassador shall perform the services at his/her own expense and use his/her own resources and equipment. The Brand Ambassador acknowledges that the agreed upon compensation of €0 represents the Brand Ambassador's entire compensation with respect to this agreement and INHOPE shall have no other obligation for any other compensation to or expenses or costs incurred by the Brand Ambassador in connection with the performance of its obligations under this agreement.

10. Material disclosures and compliance with FTC Guidelines. When publishing posts/statuses about INHOPE, the Brand Ambassador must clearly disclose his/her "material connection" with INHOPE, including the fact that the Brand Ambassador was given any consideration or was provided with certain experience. The above disclosure should be clear and prominent and made in close proximity to any statements that the Brand Ambassador makes about INHOPE or INHOPE's member hotlines. Please note that this disclosure is required regardless of any space limitations of the medium (e.g. Twitter), where the disclosure can be made via Hashtags, e.g. #sponsored. The Brand Ambassador's statements should always reflect the Brand Ambassador's honest and truthful opinions and actual experiences. The Brand Ambassador should only make factual statements about INHOPE or INHOPE's member hotlines which the Brand Ambassador knows for certain are true and can be verified.

11. Payment Terms. This is not applicable.

12. Force Majeure. If either party is unable to perform any of its obligations by reason of fire or other casualty, strike, act or order of public authority, act of God, or other cause beyond the control of such party, then such party shall be excused from such performance during the pendency of such cause.

13. Independent Contractor. The Brand Ambassador is retained as an independent contractor of INHOPE. The Brand Ambassador acknowledges and agrees that (i) The Brand Ambassador is solely responsible for the manner and form by which the Brand Ambassador performs under this Agreement, and (ii) The Brand Ambassador is a self-employed individual, who performs similar service for various entities and individuals other than INHOPE. The Brand Ambassador is responsible for the withholding and payment of all taxes and other

assessments arising out of the Brand Ambassador's performance of services, and neither the Brand Ambassador nor any of the Brand Ambassador's employees or independent clients shall be entitled to participate in any employee benefit plans of INHOPE.