

Code of ethics

Latest update: 10.1.2023



Getfluence

**Trust is one of Getfluence
core values...**



Getfluence

Summary

1. Mission

3. Ethics

2. How does it work ?

4. Core values



Getfluence

1. Mission

“To highlight the values of companies around the world.”

Why?

The vast majority of companies around the world find it difficult to make headlines in their industry, as sending press releases to journalists is not very successful, as they are inundated with hundreds of requests every day.

Yet many companies deserve to be talked about because their products/services provide a real service to consumers.

Branded content is the solution, because it allows to spread information content in a sponsored form. However, this market is not very industrialised and works on a one-to-one basis.

We want to help companies and media to collaborate better, faster and more efficiently, through a marketplace: Getfluence.



Getfluence

2. How does it work?

What is Getfluence?

We are **the leading branded content marketplace in the world** connecting brands & agencies with premium influential media.



Getfluence

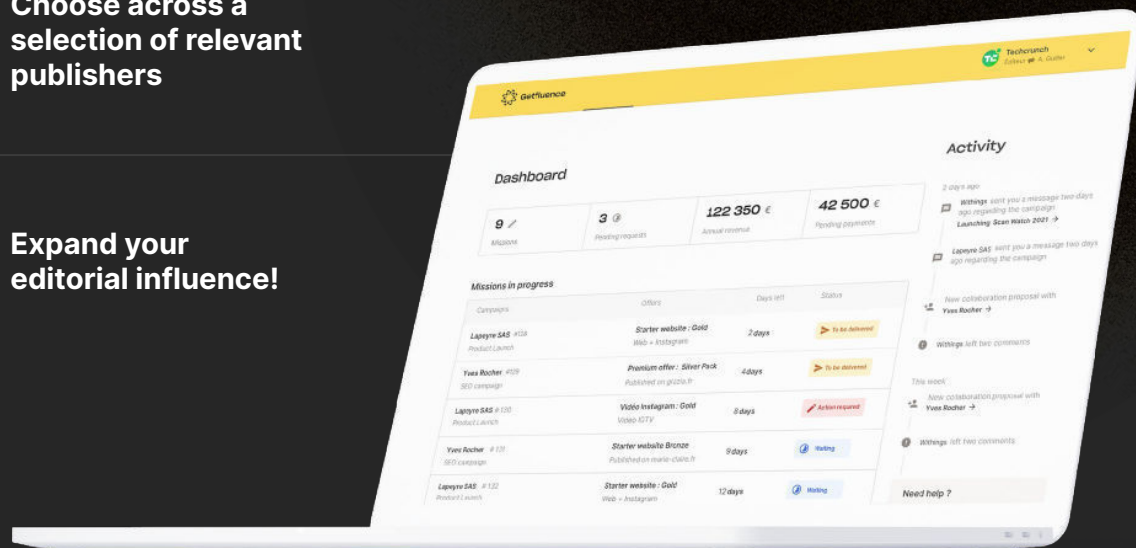
2. How does it work?

1. Select your target audience

2. Brief directly with the publishers within the platform

3. Choose across a selection of relevant publishers

4. Expand your editorial influence!





Getfluence

3. Ethics

Our goal : respect the audience of all media and thus providing upfront control with guidelines to prevent inappropriate usage of our marketplace.

We know media very well and we understand the importance of their relationship with their audience.

As publishers' partners, we want to bring them a safe environment to work so they feel comfortable when they collaborate with us.





4. The current guidelines for sourcing and CSM.

As a team, our primary goal is to maintain a **high standard** of **ethics** and **trustworthiness** in our marketplace. To achieve this, we have established **clear criteria** for monitoring and moderating all types of media in our portfolio, whether it be a website, blog, or any other form of media outlet.

1. **Refuse** promotion of **hate, discrimination, or adult content**.
2. **Evaluate every media channel added** to our **marketplace**.
3. **Thoroughly moderate new media** to ensure ethical standards.
4. **Operate a monitoring and moderation** process to actively seek out problematic campaigns.
5. Will **take** appropriate **action** to **resolve** any **issues** identified.
6. **Committed** to creating a **safe environment** for advertisers and publishers to work.





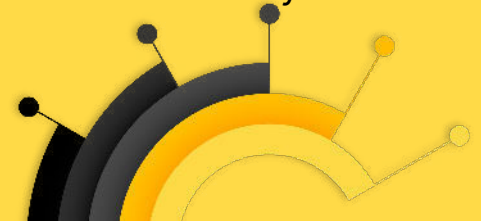
Getfluence

5. Our commitment from 2023

At Getfluence we understand the importance of **fostering a healthy, safe, and ethical environment** for both **advertisers** and **publishers**. Our commitment to ensuring that all types of media outlets added to our platform **meet our strict standards** is unwavering, and **we require** that the **campaigns generated** on our platform respect our guidelines.

In 2023, we are taking steps to:

1. **Establish** a comprehensive **ethical guideline** to share with our partners.
2. **Strengthen** our media screening and moderating **process**.
3. **Streamline** our **campaign monitoring process** to ensure compliance with our policies.
4. **Continuously monitor** our marketplace and **take swift action** when necessary.





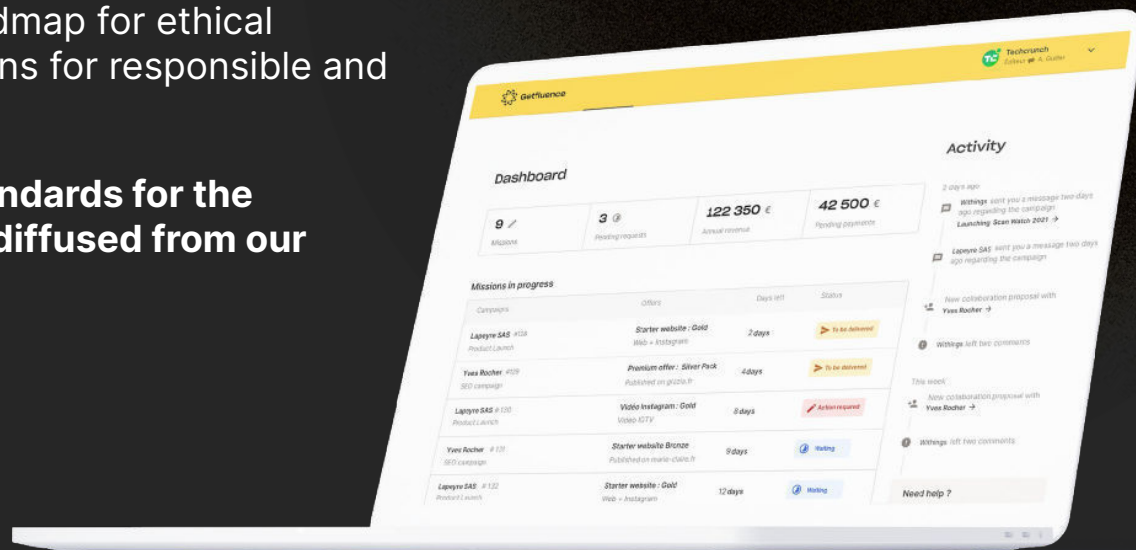
Getfluence

6. Building an ethical guideline

We want to provide clear guidelines and standards for the **ethical behaviour** and **decision-making** of our **teams**.

This guideline serves as a roadmap for ethical behaviour and sets expectations for responsible and transparent actions.

We maintain strict ethical standards for the advertisements and content diffused from our platform.



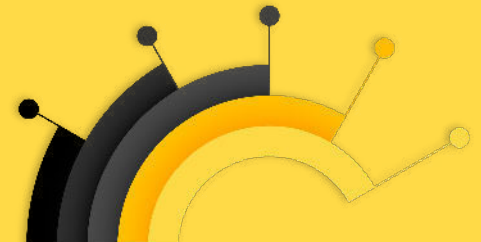


Getfluence

7. Our new ethical guideline

We strictly refuse campaigns about:

1. Political content and/or disinformation.
2. Controversial or unapproved health products.
3. Hateful or offensive content targeting the elderly, disabled, or children.
4. Pornography or explicit content.
5. Online sale of animals.
6. Disinformation about public health, such as medical conspiracy theories.
7. Illegal activities such as drug sales, fraud, or violence.
8. Discrimination and hateful themes based on race, ethnicity, gender, sexual orientation, religion, or any other discriminatory factor. We refuse online harassment or cyberbullying content.
9. Violent or shocking content.
10. Sale of firearms or other potentially dangerous weapons.
11. Promotional content for illegal products or services.
12. Deceptive content designed to solicit money.





Getfluence

4. Core values

I. Trust

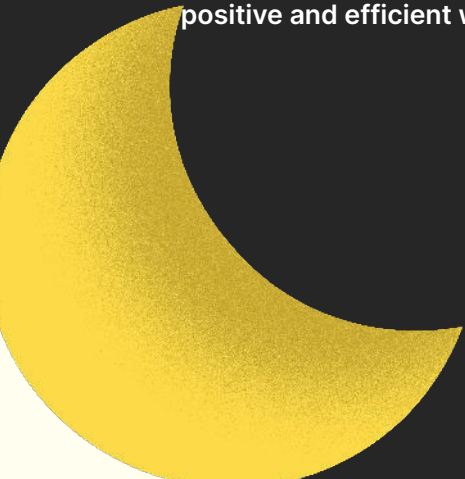
Always honoring our agreements;
Communicating in a transparent,
positive and efficient way.

II. Boldness

Not being afraid to take risk,
getting out of our comfort zone;
Proposing new disruptive ideas
and innovate.

III. Excellence

Be precise, efficient and rigorous;
Go above and beyond expectations.





Thank you!