

DO'S AND DON'TS TO PROMOTE MODERE

Disclaimer: this document is intended for Social Marketers who operate in the markets supported by Modere Europe. It represents an at-a-glance overview of some of the terms and conditions of the Modere Social Marketer Agreement and **applies to public posts as well as conversations and posts in private groups, meetings or a private settings**. This overview is not intended to be an exhaustive list of all the terms and conditions that apply. Social Marketers can access more complete compliance guides in their Private Area on the Shifting Retail website. Social Marketers must refer to the [Policies and Procedures](#) for the complete terms and conditions. Social Marketers may submit any queries on the Modere Social Marketer Agreement to compliance@modere.eu.

MODERE TRADEMARKS AND COPYRIGHTS

<p>DO: Identify yourself by your name and as an 'Independent Modere Social Marketer' or indicate that you represent the brand when promoting Modere.</p>	<p>DO NOT: Use the term 'Modere' or other Modere trademarks in any email address, a social media page name or thumbnail, a website name or thumbnail, in a domain name, ads or search terms for ads, a username or handle name.</p> <p>DO NOT: Use Modere trade names, trademarks, copyrights, designs, or symbols without prior approval by Modere, unless as stated in the "DO" list for this section on Modere Trademarks and Copyrights.</p> <p>DO NOT: Bid on Modere trademarked keywords.</p>
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MODERE PRODUCT CLAIMS AND PROMOTING MODERE PRODUCT

<p>DO: Be truthful and only use the claims (benefits) advertised by Modere in its official documentation for the Modere product and its ingredients. Modere Europe's official documentation can be found on www.modere.eu / www.modere.co.uk, and in your private area on www.shiftingretail.eu / www.shiftingretail.co.uk.</p> <p>DO: Disclose your affiliation with Modere in your social media page profile or in each publication in which you promote Modere, e.g. state "Independent Modere Social Marketer" or "I represent the brand" in a social media post.</p>	<p>DO NOT: To promote Modere product, use the claims or benefits you find on the internet for ingredients in Modere products or for similar product to Modere products.</p> <p>DO NOT: Refer to any medical conditions.</p> <p>DO NOT: Refer to a therapeutic benefit of a Modere product if such benefit is not advertised by Modere in its official documentation.</p> <p>DO NOT: Use hashtags that imply benefits or a therapeutic value of the product that is not stated in Modere's official documentation.</p> <p>DO NOT: Use testimonials that contain information on a therapeutic value of a Modere product that is not advertised by Modere in its official documentation.</p> <p>DO NOT: Use images that have not been pre-approved by Modere.</p> <p>DO NOT: Engage in illegal or deceptive practices.</p>
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MODERE INCOME CLAIMS

<p>DO: Promote the Modere opportunity realistically, honestly and truthfully.</p> <p>DO: Emphasise that continued effort is needed to achieve a potential supplemental Modere income.</p> <p>DO: Say that Modere does not give earnings guarantees when appropriate.</p> <p>DO: Present the Modere Compensation plan truthfully.</p>	<p>DO NOT: State or imply a guaranteed income from Modere.</p> <p>DO NOT: State or imply Modere income gives financial freedom.</p> <p>DO NOT: State or imply that you can quit your job and live off your Modere income.</p> <p>DO NOT: State or imply you can achieve earnings without effort.</p> <p>DO NOT: Share your bank statements or your Modere Commission Statement with prospects or on social media.</p> <p>DO NOT: State or imply that Modere or its Compensation Plan have been "approved," "endorsed," or otherwise sanctioned by any government agency.</p>
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MODERE SOCIAL MARKETER WEBSITES

<p>DO: Request compliance@modere.eu for information before you start designing a Modere Social Marketer website.</p> <p>DO: Request compliance@modere.eu for approval of your website before you publish it.</p>	<p>DO NOT: Violate our Trademark and Copyright policy.</p> <p>DO NOT: Publish a website without Modere’s prior approval.</p>
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ADVERTISING THE MODERE BRAND, OPPORTUNITY AND PRODUCT

<p>DO: Refer to all of the above DOs and DO NOTs.</p> <p>DO: Uphold Modere’s mission and values.</p> <p>DO: Apply the Modere Social Retail principles by creating curiosity for Modere on social media.</p> <p>DO: State who you are, why you have contacted them, and what you are promoting in conversations with prospect Social Marketers or Customers.</p> <p>DO: Remove any material deemed by Modere to be in breach of its policies.</p> <p>DO: Request approval from Modere for the participation in a trade show or professional exhibition.</p> <p>DO: Treat Customers respectfully as consumers. Respect their Data Privacy rights.</p>	<p>DO NOT: Use online auction sites.</p> <p>DO NOT: Use online marketplaces.</p> <p>DO NOT: Use opinion or news media, articles in publications, news reports, or any other public information, trade, or industry information source to promote Modere.</p> <p>DO NOT: Direct sell Modere product via a social media page.</p> <p>DO NOT: Direct promote Modere product to prospect Customers or Social Marketers resident in markets in which Modere is not officially in operation.</p> <p>DO NOT: Use ads without prior approval from Modere on the advertisement and the search terms.</p> <p>DO NOT: Perform individual business transactions or conduct any recruiting activities via a social media site or service.</p> <p>DO NOT: Promote Modere at swap meets, garage sales, flea markets, or farmer’s markets</p> <p>DO NOT: Encourage Customers to create a Modere online presence for themselves or use Customer accounts to maximise your potential Modere income.</p>
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