

# Agreement

(Brand Owner Side).

## Terms And Conditions.

### → Professional Conduct.

Influencers must follow professional and respectful communication with brands throughout the collaboration.

### → Authentic Engagement

All follower counts, engagement metrics and audience details must be true and accurate. fake followers & bot-generated engagement is strictly prohibited.

### → Platform Compliance.

All promotional content must follow:

- Instagram Guidelines
- YouTube Guidelines
- ASCI / FTC Advertising Standards
- SpreadB Community Guidelines.

### → Content Ownership.

Influencers own their content but grant the non-exclusive rights to use the content during the agreed collaboration period.

### → Influencers must deliver.

- The agreed content (Reels, Stories, Posts, Videos).
- Within the expected timeline.
- In the required format
- Following brand instructions.

### → Revision Policy.

Minor content revisions must be accepted if they fall within the agreed promotion scope.

### → Payment Release.

SpreadB wallet payment will be released after only.

- Brand Approval
- Auto approval after the platform's review period.

### → Confidentiality:

All brand beliefs, internal details, scripts and pricing must remain confidential.

### → Prohibited Activities:

Influencers must not,

- Post false & misleading content.
- Use copyrighted music illegally.
- Delete agreed content before the required time period.
- Engage in hate speech, offensive & dangerous content.

### → Cancellation Rights.

Spread.B & the brand can cancel the collaboration if:

- Information is fraudulent.
- Terms & policies violated.
- Deliverables are not provided.

I confirm that I understand and accept the collaboration requirements mentioned in this agreement.

[Continue.]

Terms and Conditions

## → Professional Conduct.

Brand owners must maintain clear, respectful, and professional communication with influencers throughout the collaboration.

## → Authentic Promotion Requirements:

All promotion details, expectations and descriptions provided by the brand must be careful and truthful. Of false claims, misleading instructions & hidden requirements are strictly prohibited.

## → Platform Compliance :-

All promotions must follow:

- Instagram Guidelines
- YouTube Guidelines
- ASA / FTC Advertising Standards
- SpreadB Community Guidelines

## → Content Usage Rights:-

Brand owners will receive non-exclusive rights to use the influencers content only for the duration of agreed collaboration.

Content cannot be resold, heavily modified, or used outside the approved period without influencer consent.

## → Payment Responsibility:

Brand owners must:  
• Ensure sufficient balance in their SpreadB wallet before posting promotions.

- Make timely payments for collaborations
- Pay additional charges if the influencer performs extra work beyond the original scope.

Payment will be released to influencer only after:

- Brand owner approval, OR
- Auto-approval after the platform's review period.

## → Clear Deliverable Instructions:

- Accurate briefs
- Required Scripts and Guidelines
- Brand assets & Guidelines (Logo, hashtags, captions etc.)
- Required formats and guidelines.

\* Misleading & incomplete instructions may lead to collaboration cancellation.

## → Revision Policy:

Influencers must complete minor revisions if they fall within the agreed scope. Brand owners cannot demand major changes that were not included in the initial brief.

## → Confidentiality:

All Influencer details, Performance metrics, Pricing, and discussions must remain confidential.

## → Prohibited Activities:

Brand Owners must not:

- Ask Influencers to Post false or harmful Content.
- force Political or Sensitive Content
- Request illegal or non-ethical promotional activities.
- Misuse Influencers Personal information.
- Change scope after acceptance without extra payment.

## → Cancellation Rights:

Brand B & Influencer can cancel the Collaboration if:

- Brand Owner provides fraudulent information
- Terms & Policies are violated.
- Payment is not made

Clear deliverables are not provided.

I Confirm that I have read, understand, and agree to all the Collaboration requirements mentioned in this Brand owner agreement.

[Continue.]