

**South African Content
Creator Charter**



Marketer Commitments
28 August 2024



• **Marketers' Commitments**

- We commit to inspiring and fostering a vibrant community around our brands and products, while maintaining a respectful, transparent, and inclusive relationship with content creators.
- We promise to reflect South Africa's diversity in our creator partnerships, respecting all people regardless of gender, identity, culture, or background.
- We commit to partnering with creators who have built their reputation through authentic efforts and talent. We get to know creators, make it clear why we choose to work with them specifically and encourage them to express their creativity and relay our brand message in their own ways while adhering to responsible guidelines.
- We provide clear communication to content creators, ensuring they understand all required disclosures and regulations. We also provide the necessary information to avoid misleading claims and encourage open, honest communication with their followers. We do not ask creators to disguise our words as their own or share an opinion that is not genuinely theirs.
- We use simple and clear written agreements with creators that outline all that is expected of them, where and for how long we intend to use their content and/or likeness, and the compensation and payment terms we are offering in exchange. We do everything in our power to pay our creator partners in time, as per our agreement.
- We agree to comply with decisions made by the ARB with regards to our influencer marketing campaigns. Specifically, we will instruct our creator partners to remove or modify content they posted on our behalf if an official decision is made by the ARB that the content does not comply with South African advertising standards.