



SOCIAL MEDIA POLICY

At Beneve, we honor the ownership rights of our Influencer's social media channels. Influencers are encouraged to discuss and promote their Beneve business and products on platforms such as Facebook, Instagram, YouTube, LinkedIn, Twitter, TikTok, Tumblr, etc.

While Beneve strongly believes in protecting the ability of our Influencers to create unique and independent content within their social media channels, it does remain necessary for Beneve to enforce restrictions on content related to copyright/trademarks, product/medical claims, and promotional sales methods that may improperly entice consumer purchasing decisions.

Examples: Publicly posting discounted product pricing below that of the retail pricing shown on Beneve's replicated Influencer sites, products (or other items of value) given away to entice a consumer to purchase a Beneve product, cash promotions, free shipping, etc.

With that being said, Beneve fully respects our Influencer's ability to conduct ethical and open business practices on their independent social media channels. We strongly encourage our Influencers to post creative content designed to promote the sale of products by peaking a viewer's curiosity through attraction marketing.

Influencers are permitted to direct a potential customer or business prospect to "private message" them to learn about "special offers". To be clear, any discussion of "special offers," such as discounted product pricing, contests that award cash, reimbursement of shipping costs, or other prizes of monetary value, etc., as it relates to Beneve products or its business opportunity, must be done through private messaging and/or within private groups that are not viewable within any public platform. Example of appropriate communication: PM (private message) me for more info, PM me for coupon details, PM me for details on the contest I'm running, etc.

The following content further outlines Beneve's policies as it relates to the promotion and sale of Beneve's business opportunity and products. The absence, or lack of an explicit reference does not limit the extent of the application of this policy.

- Income claims and/or images of commissions are prohibited from public posting by both the FTC (Federal Trade Commission) and Beneve. **Rank Advancement and Rank Advancement Bonus announcements are permitted to be posted publicly. Please include the following disclaimer on the bottom of your image/post/template that is being utilized by your team to congratulate team members. "Beneve, LLC. makes no representations or warranties that an Influencer will earn any income through the Beneve business opportunity. Beneve cannot, and does not, guarantee any particular level of earnings." Contact Compliance (Compliance@Beneve.com) if you require any further assistance.**

Social Media Policy, continued.

- Beneve’s logo or trademark may not be used in any form of advertising without express written consent from Beneve. All requests must be made to Support@Beneve.com
- If you choose to share any other Beneve Influencer or customer images, said image must remain in its original form.
- When posting content alongside Beneve products, branding, or anything related to Beneve within Personal blogs, websites, and social media profiles clear disclaimers that the views expressed by the author are the author’s own views and do not represent the views of Beneve. Example – “The opinions and positions expressed are my own and don’t necessarily reflect those of Beneve.”
- You must represent yourself accurately and clearly state your relationship with Beneve as an Independent Influencer.
- You may not use Beneve’s trademarks or brands in any username or handle on any social media platform or website address other than your replicated website issued by Beneve.
- Information published on blogs, websites, and social media platforms should comply and adhere to Beneve Policies.
- By identifying yourself as a Beneve Independent Influencer, you are identifying yourself with both the brand image and values of Beneve. As such, your online activity can affect others’ perceptions of Beneve, its products, and its services.
- You must never represent yourself as an employee of Beneve. Always make sure to identify yourself proudly as an Independent Influencer.

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