

Welcome to The Ordinary Creator Community. This is a collaboration between you and The Ordinary and we can't wait to see you shouting loud! As an advocate for The Ordinary, you'll play a crucial role in championing our products/services and helping us reach new heights. Here's what we expect from you:

Scope of Work

1. Once you have completed a few easy tasks, you will receive a rewards code that can be redeemed for purchases on The Ordinary website.
2. The Ordinary expects you to post at least once on your IG Grid within 30 days after receiving your The Ordinary products.
3. After the first post goes live, you are free to take part in as many tasks as you please.
4. Each task rewards you with points which enable you to level up through each tier of the program.
5. Each time you level up you will unlock bigger and better discount codes, rewards and exclusive community perks, so don't forget to continually share The Ordinary love! We expect you to post on your IG grid each time you receive more The Ordinary product.

By accepting these terms, you represent that you have the sole and exclusive rights in your persona (i.e., your performance, name, nicknames, likeness, social media handles, username, photograph, voice and/or testimonial, statements, or a combination thereof that identifies you), you are the photographer/videographer of the content, and you are the only one who appears, or you have the rights from everyone who appears in the content.

Content Expectations

When posting on social media, you must include:

- a) tags to all relevant The Ordinary channels (@TheOrdinary)
- b) brand hashtags #TheOrdinaryCreatorCommunity
- c) proper disclosure of the compensation/incentive you received, in accordance with FTC's Guides Concerning the Use of Endorsements and Testimonials in Advertising ([https://www.federalregister.gov/documents/2023/07/26/2023-14795/guides-concerning-t](https://www.federalregister.gov/documents/2023/07/26/2023-14795/guides-concerning-the-use-of-endorsements-and-testimonials-in-advertising)he-use-of-endorsements-and-testimonials-in-advertising) and FTC's Disclosures 101 for Social Media Influencers and the AdStandards Influencer Marketing Disclosure Guidelines located at <https://adstandards.ca/wp-content/uploads/AdStandards-Influencer-Guidelines-EN-2023-FIN.pdf> and any similar guidelines that are applicable in your jurisdiction;
- d) imagery that is respectful and appropriate for all audiences; and
- e) statements that accurately reflect your honest, current opinions and beliefs based on your personal experience.

When posting on social media, you must not include:

- a) mentions, images or references to any offensive, harmful (including homophobic, transphobic, or racist), or illegal content;

- b) disparaging comments towards competitors, employees, social personalities or religious characters;
- c) make any false, misleading, or deceptive statement and will not make any product performance or attribute claims about The Ordinary products (you may express opinions, but will not make factual claims about The Ordinary products) without prior written approval of The Ordinary;
- d) Unlicensed music or music that is not included in the commercial libraries from the platform that you are posting (TikTok's Commercial Sound Library or Meta's Sound Collection for Facebook or Instagram); or
- e) content that infringes on the intellectual property rights or privacy of any third party.

As a member of The Ordinary Creator Community, you are agreeing that any content you submit to the program may be used and re-purposed by The Ordinary for promotional, marketing and advertising purposes, worldwide, in perpetuity, both online and offline in any media, without any compensation beyond the benefits provided as part of The Ordinary Creator Community.

Wherever possible, The Ordinary will credit you as the creator of the content by using your social media handle, name or username. However, due to technical limitations or space constraints, explicit attribution may not always be possible.

Termination

You or The Ordinary are able to delete your The Ordinary Creator Community account at any time, or you can be asked to remove your post. Your partnership may be terminated or a post asked to be deleted by The Ordinary if:

1. You violate any of the terms included in this Scope of Work
2. You fail to post at least once on your IG Grid within 30 days after receiving your The Ordinary product.
3. Your account is inactive for a period of 3 months or longer.
4. You sell, transfer, license or assign your rewards, account, submissions, reward credits, loyalty points or any account rights (or attempt to do any of the same) to anyone other than yourself.
5. You fail to meet the program expectations, which may include but is not limited to: a) posting or submitting content that is of low quality. b) posting or submitting content that doesn't adhere to our The Ordinary guidelines. c) posting or submitting content that doesn't meet the terms outlined in the Scope of Work.

Governing Law/Venue

This Scope of Work shall be governed by the laws of the State of New York. In the event of any dispute, venue shall be located in New York, New York.

By enrolling in The Ordinary Creator Community, you will receive Community-related emails, including information about your account, tasks, and benefits. If you have any questions about our privacy practices, please visit our Privacy

Policy: <https://theordinary.com/en-ca/privacy-policy.html>. By enrolling in The Ordinary Creator Community, you agree to our Terms and Conditions: <https://theordinary.com/en-ca/terms.html>.

If you're happy with all of the points mentioned above, let's go!

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