

THE INKEY COLLECTIVE

Terms of Participation

Welcome to The INKEY Collective. Before you get started, here's what we need you to know. This isn't a legally binding agreement, but it sets out what we expect from each other.

1. Who can join

You must be 18+ and a UK resident with a valid UK shipping address.

2. What we expect from you

- Be honest. Share real opinions, real reviews, and real experiences.
- Be respectful. No harassment, hate speech, or behaviour that makes the community feel unsafe.
- Disclose your relationship with INKEY when sharing gifted, sponsored, or programme-related content. Use #ad, #gifted, or similar disclosure language as required by ASA / CMA guidelines on influencer disclosure.
- Stick to platform terms. No bots, fake accounts, or bought followers.
- Stay on-brand. INKEY is straight-talking, science-led, and inclusive. Don't post anything off-brand under our hashtags.

3. What you'll get

- Access to challenges, points, and tiered rewards
- Free product, gifting, and surprise sends (subject to availability)
- Invitations to events, drops, and members-only experiences
- A direct line to the INKEY team
- Membership in The INKEY Collective community

4. What we reserve the right to do

- Approve or reject task submissions at our discretion
- Remove members for breach of these Terms
- Modify rewards, tiers, or programme structure with reasonable notice
- Use any content you submit across our marketing channels (see clause 5)

5. Your content and how we use it

By submitting content as part of this programme, you grant The INKEY List a non-exclusive, royalty-free, perpetual, worldwide licence to use, repost, edit, repurpose, and distribute your content across our owned, earned, and paid channels (including but not limited to Instagram, TikTok, YouTube, web, email, and out-of-home). We will credit you on organic channels where possible.

6. Privacy

We'll handle your personal information in line with our Privacy Policy and the UK GDPR. Your data is used to run the programme – and only the programme.

7. No commission, no affiliate sales, no sales-based payouts

This programme does not include any commission, affiliate revenue, sales kickback, or paid sales tracking. You earn points for content, engagement, surveys, referrals, and feedback. Points unlock rewards – not cash payouts.

8. Termination

You can leave The INKEY Collective at any time by removing your account under your programme settings. We can also remove you if you breach these Terms.