

# Astrid & Miyu

## Employee Advocacy Program

### Terms of Participation

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Welcome to Astrid & You! Before you can start completing tasks, we need to run through the important stuff. We've popped everything you need to know into this agreement for you to sign so we can get started.

Here's what we expect from you:

### Terms of Participation

- Sign up and complete tasks to receive rewards and the chance to be featured on A&M channels.
- After your first post goes live, you're free to take part in as many tasks as you like.
- Each task rewards you with points, enabling you to level up through each Chapter of the program.
- You must post at least once on your IG or TikTok within 30 days of receiving your Astrid & Miyu jewellery rewards.
- Each time you level up, you'll unlock bigger rewards and exclusive community perks - keep engaged to stay in your Chapter.
- Participation in Astrid & You is entirely voluntary and is not considered part of your contractual duties as an employee

### Content Expectations

When posting on social media, you must include:

- A tag to the Astrid & Miyu Instagram or TikTok channel (@astridandmiyu) on all posts.
- The program hashtag **#AstridAndYou** on all posts.
- The hashtag **#ad** on all posts, to align with ASA compliance (UK)
- You are responsible for ensuring your posts comply with advertising disclosure requirements in your region
- All content must be your own and reflect your genuine experience.
- Imagery that is respectful and appropriate for all audiences.

When posting on social media, you must not include:

- References to products or services from any other brands.
- Details regarding pre-released products or upcoming collections. These details should be kept strictly confidential and not be shared publicly until officially announced by Astrid & Miyu.
- Any confidential or internal Astrid & Miyu information obtained through your employment or participation in this program.

- Your private Friends & Family discount code, or let your friends and family use it in combination with your affiliate link.
- Mentions, images or references to any offensive, harmful or illegal content.
- Derogatory comments towards competitors, employees, public figures or religious groups.
- Content that infringes on the intellectual property rights or privacy of any third party.

## **Affiliate Link**

As an employee advocate, you will receive a personal affiliate link. You must not share or allow others to use your affiliate link on your behalf.

## **Content Rights**

As a member of Astrid & You, you are agreeing that any content you submit to the program may be used and re-purposed by Astrid & Miyu for promotional, marketing and advertising purposes - both online and offline - without any compensation beyond the benefits provided as part of this program.

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

## **Termination**

You or Astrid & Miyu may end your participation in Astrid & You at any time. Your participation may be terminated by Astrid & Miyu if:

- You fail to post at least once on your IG or TikTok within 30 days of receiving your Astrid & Miyu jewellery rewards.
- Your account is inactive for a period of 3 months or longer.
- You sell, transfer, license or assign your rewards, account, submissions or points to anyone other than yourself.
- You share or allow others to use your private Friends & Family discount code or affiliate link on your behalf.
- You fail to meet program expectations, including submitting low-quality content or content that does not adhere to these Terms of Participation.

If you're happy with everything above, let's get started!