



## **The Insiders' – Allegra Hives Campaign Insiders Participation Conditions**

The Insiders' Allegra Hives, (hereafter called "Campaign"), is run and operated by The Insiders as a subsidiary of Grapevine US. The Insiders and its subsidiaries, (hereafter called "Company"), are not responsible for technical or other problems in this Campaign arising from it or caused by elements that cannot be controlled by the Company. Participation in this Campaign implies the unconditional acceptance of these rules as well as clear action by the participant:

- Items must be purchased from a specified list, in the specified quantity at the specified retailer.
- Items must be fully tested to ensure a detailed and accurate review can be written.
- Items must not be returned.
- Completion of the End Survey is mandatory.
- Adherence to the Insiders 'Code of Conduct' is mandatory. A detailed description of these policies can be found below.
- All other necessary agreements entered by the Insider upon subscription can be found in the sections outlined below:

### Sections of this Document:

- Campaign Overview
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### **Campaign Overview**

As a participant in this Campaign, you have the privilege of purchasing the product and receiving a rebate and in exchange, agree to complete the word-of-mouth activities set forth in your Campaign Guide. Additionally, at the end of the Campaign, it is important for you to complete the End Survey to provide your overall feedback on the product you purchased. The End Survey must be completed by the date communicated.

### **Campaign Dates**

The duration of the Campaign is clearly stated on the website and via the Campaign's blog posts.

### **Registration**

You can apply to take part in this Campaign by subscribing at [www.theinsidersnet.com](http://www.theinsidersnet.com). Prospective applicants must complete the Campaign Entry Survey questions truthfully and in full during the application phase to be eligible for consideration.

### **The Insiders Website**

Grapevine US, operating as The Insiders, and its subsidiaries cannot be held liable for direct, indirect, or incidental damage resulting from the use of the website or information obtained via the website. The website, as well as the content of its texts, images, graphics, sound files, animations, video recordings, data organization, and databases which may have been included (i.e. the information), remain the intellectual property of The Insiders. The information is protected under the Act of 30 June 1994 covering its copyright and related rights and by the entirety of the regulations applicable to intellectual property. You have the right to consult the information on the website for private and personal use and/or to download it. Any other use, including but not limited to the reproduction, dissemination, making available to the public and/or re-use in any form, in whole or in part, temporarily or permanently, of the site or the details of The Insiders is strictly forbidden without the prior written permission of The Insiders.

### **Third-Party Websites**

The Insiders website includes links to other external websites including but not limited to Facebook, Twitter, YouTube, the websites of our clients, merchants, and/or external retailer websites, all of which we do not garner control over. The Insiders and its subsidiaries are not responsible for the content on these external websites and therefore cannot be held liable for any loss or damages incurred from accessing them. It is the responsibility of the participants to reference the terms and conditions policies of any external website accessed from our site.

### **Rebate Details**

Please note that the first step is to subscribe to the Campaign. Once the subscription period is closed, a preselection of Campaign participants will be made. If pre-selected, you'll receive an e-mail with information on how to secure your spot in the Campaign. Failure to comply in the time frame allotted may void your selection in the Campaign. Purchases are made directly from the retailer as noted in the e-mail.

### **Users & Privacy**

All details will be treated with the utmost confidentiality. Personal information about participants will only be passed to third parties with explicit permission from the participant. [See our full Users & Privacy Policy here.](#)

### **Participant Selection**

Participants will be selected for this Campaign based on specific criteria set by our client. The selection will be made by The Insiders and is binding and final. Failure to be selected will have no bearing on any subsequent applications or participation in other campaigns. This manner of selection is necessary as the number of candidates is often far higher than the number of available campaign spots.

### **Product Liability**

The Company is in no way liable for immediate or consequential damage as a result of the use - or ineffectuality of use - of products. As an intermediate party between the participants and our clients, we are not liable for the tested products themselves, in terms of experience, defects, guarantee, or any other direct or indirect damage, as this remains under the responsibility and

liability of the manufacturer directly, as are all necessary technical, chemical, medical, pharmaceutical, or other tests/investigations, analyses, or product recalls of the test product that has been carried out. The Company is not liable to participants in any way related to the product usage and participants will not assert any claims against the Company, affiliated companies, or employees. Participants are responsible to read carefully all provided information by the manufacturer and using the product correctly and at their own risk. The Company is also not liable for loss, damage, or inability to deliver promised goods. The Company reserves the right to withdraw products at any time or change Campaign conditions to participate.

### **Campaign Competitions**

The Insiders may choose at their discretion to run competitions for the Campaign participants from time to time during the period of the Campaign. The criteria on which competitions are set up, participants are selected and awarded, competitions are judged, and winners are chosen - are wholly at the discretion of The Insiders, and we have no obligation to share or explain details of the criteria used.

### **Code of Conduct**

Participants in The Insiders' community is subject to the following Code of Conduct, in both offline conversations and online postings when participating in advocacy and influencer campaigns:

- **Be Honest:** Word of mouth only works if it is honest. You are free to express your own opinion about a product, positive or negative, but please be civil in doing so.
- **Provide us with feedback:** You are our eyes and ears! Stay in touch and send us feedback about your experiences and others' opinions.
- **Disclosure:** Transparency is a powerful thing. By being open and stating clearly that you are a participant in The Insider' community, you build trust and establish yourself as an honest source.
- **Online Communication Regulations & Disclosures:** Participants must follow all FTC disclosure guidelines: (<https://www.ftc.gov/news-events/press-releases/2013/03/ftc-staff-revises-online-advertising-disclosure-guidelines>) and endorsement/ testimonial guidelines: (<https://www.ftc.gov/news-events/press-releases/2009/10/ftc-publishes-final-guides-governing-endorsements-testimonials>) when completing personal posts or posts for the Company. The Company requires all participants to disclose the fact that they are providing their feedback and opinions as part of a promoted campaign. We provide in-campaign training and monitoring to ensure participants fully understand these guidelines. In addition, to remain FTC compliant, if the content is modified in any way after the close of the campaign, the required disclosure must remain intact.
- **Be Active:** This means sending feedback regularly, following guidelines, and engaging in campaign activities. We put a lot of effort into generating great campaigns for you, which is why being active is crucial. Additionally, being active will increase your chances of future

campaign participation, whereas no or limited activity will result in removal temporarily or fully from the community.

- **Be Responsible:** As an influencer within your group of friends, bear in mind that some campaigns have age restrictions (e.g. campaigns involving alcohol, adult content, pharmaceutical products etc.). Be aware of this when sharing samples, handing out coupons, taking photos etc.
- **Be Respectful:** Since we are an open community, you are free to express your own opinion. Nevertheless, don't forget your opinion is visible for everyone to read. Therefore, we ask you to be polite and avoid derogatory, inappropriate, or aggravated comments or speech that is disruptive to The Insiders community. Participants are required to show respect to one another regardless of race, religion, sexual orientation, etc. Any communication deemed in violation of these policies will be removed from our channels and the participant responsible will be removed indefinitely.
- **Be Creative:** All content produced by you is 100% original and will be regarded with high standards. We do not tolerate plagiarism or stealing of photos, videos, written reviews, or other content. Participants must always give credit where credit is due when applicable and submit original content when it is required.
- **Have fun:** Participating in a campaign is an exciting journey you want to share with friends and family!

### **User-Generated Content**

When participating in this Campaign you will have the opportunity to demonstrate your ambassador activity by posting content online which includes but is not limited to images, videos, reviews, testimonials, tweets, and other media formats (hereafter called "user-generated content"). By participating in this Campaign, you agree that The Insiders and its subsidiaries can utilize any and all of the user-generated content in marketing activities whether for or related to this Campaign or for or related to any other marketing activities whatsoever and you hereby waive any intellectual property rights, to include but not limited to the copyright, to user-generated content.

### **Termination**

Participants (by clicking into the My Profile section of the website) and the Company reserve the right to terminate the service at any time. The Company cannot be held liable by a participant or third parties as a result of closing an account. Please note that anyone wishing to close their account during a campaign in which they are a participant must still adhere to the campaign conditions, return dates and policies as stated and agreed to by the participant at the start of the campaign. Additionally, we may terminate any participant for any reason, at any time due to misconduct or failure to adhere to the terms set forth here. Misconduct or misuse of campaign materials or products received, as well as harassment or abuse of other participants of the Insiders community will result in immediate termination. All sections of this agreement intended to survive termination by nature of the requirements set forth shall survive termination of these terms and conditions.