

DIGITAL AND SOCIAL MEDIA POLICY

1. PURPOSE

1.1. Social Media platforms such as YouTube, Facebook, Instagram, Pinterest, LinkedIn, Tumblr, wikis, forums and personal blogs have revolutionized communication and information sharing. The Body Shop At Home US, LLC (“**TBSAH**”) recognizes that Social Media is a powerful and far reaching tool and aims to ensure that Independent Consultants are able to embrace it to create value for the TBSAH brand, without putting themselves and/or TBSAH at risk.

1.2. This Digital and Social Media Policy (the “Policy”) establishes and governs the requirements for responsible use of all Social Media Platforms and online communications by Independent Consultants in relation to their The Body Shop At Home™ business. The phrase “**Social Media Platforms**” or “**Social Media**”, as used in this Policy, means any technology or platform that enables online users to interact and share information publicly or privately including, but not limited to, Facebook, Instagram, Twitter, Pinterest, LinkedIn, Tumblr and YouTube, all other forms of online postings, online discussions, participation in internet chat rooms and messages posted on internet chat boards, emails, internet messaging, websites, vlogs or blogs, whether operated by TBSAH, Independent Consultants or otherwise.

2. SCOPE

2.1. All Independent Consultants are responsible for complying with this Policy and disclosing any known breaches to TBSAH.

2.2. All federal, state and local laws and regulations and TBSAH policies currently in force, that may be applicable to the use of Social Media Platforms, such as the Business Rules and the TBSAH Code of Ethics also must be observed and followed.

3. GENERAL RULES FOR THE USE OF SOCIAL MEDIA

3.1. The following general guidelines should be followed at all times by you when using Social Media in relation to your Body Shop At Home business:

DO’S

3.1.1. Always identify yourself as an Independent Consultant.

3.1.2. Always comply with the US TBSAH Social Guidelines and any branding guidelines provided to you by TBSAH.

3.1.3. Use approved product statements from brochures, product reference guides or current TBSAH advertising.

3.1.4. Be respectful, open-minded and positive.

3.1.5. Be clear and transparent.

3.1.6. Check postings for spelling, punctuation and grammatical errors. Do not use acronyms, for example, “TBS” or “TBSAH”.

3.1.7. Be mindful about how content might be received, particularly due to cultural differences.



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3.1.8. Always adhere to the rules, guidelines and terms of use of the Social Media Platforms and conduct yourself in an appropriate manner in the online community.

3.1.9. Always comply with TBSAH's other policy documents.

DON'TS

3.1.10. Do not act in a way that is likely to bring TBSAH or the TBSAH brand into disrepute.

3.1.11. Do not make false, deceptive or misleading claims, or claims which otherwise do not comply with the requirements specified in the Business Rules.

3.1.12. Do not endorse, comment on or rate TBSAH products or services on TBSAH websites without disclosure that you are an Independent Consultant.

3.1.13. Do not publish any content which implies that you are a customer or anything other than an Independent Consultant.

3.1.14. Do not disparage a competitor or its products.

3.1.15. Do not express political or religious views or not defame, disparage, discriminate, bully or harass any person.

3.1.16. Do not share or reveal TBSAH's product and business plans or other confidential information of TBSAH.

3.1.17. Do not share or reveal personal information of individuals online, including using names or details of other Independent Consultants without their permission.

3.1.18. Do not use, post or link to any materials that are:

3.1.18.1. sexually explicit, obscene or pornographic;

3.1.18.2. offensive, profane, hateful, threatening, harmful, defamatory, libellous, harassing or discriminatory (whether based on race ethnicity, creed, religion, gender, sexual orientation, physical disability or otherwise);

3.1.18.3. graphically violent, including any violent video game images;

3.1.18.4. solicitous of any unlawful behavior; and/or

3.1.18.5. personal attacks, or that may incite personal attacks, on any individual, group or entity.

4. INDEPENDENT CONSULTANT'S SOCIAL MEDIA ACCOUNTS – ACCOUNT SETUP

4.1. Independent Consultants may create business Social Media accounts, or use their personal Social Media accounts to promote their The Body Shop At Home™ business, in accordance with this Policy.

4.2. Business Social Media Accounts

4.2.1. Any Social Media accounts created by Independent Consultants exclusively for their The Body Shop At Home™ business will be deemed as a "business Social Media account" and must:

4.2.1.1. be clearly identifiable as managed by the Independent Consultant and separate to and independent from TBSAH and its affiliated companies;

4.2.1.2. not refer to or sell any third party's brands or products;

4.2.1.3. include the words "Independent Consultant" in the social media handle/account name, for example: <https://www.facebook.com/Isabella-Rozza-Independent-Consultant-The-Body-Shop-At-Home->
[or www.instagram.com/joannewestindependentconsultantthebodyshopathome](https://www.instagram.com/joannewestindependentconsultantthebodyshopathome)



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4.2.1.4. include in the bio or profile section a description of the Independent Consultant which identifies them as an Independent Consultant using the following format: Full Name, Title, Independent Consultant The Body Shop At Home™. For example:

4.2.1.5. *Joanne West – Area Manager – Independent Consultant The Body Shop At Home™*

4.2.2 Consultants may include “Shop Now” buttons on their Social Media Business accounts/profiles (e.g.: Facebook, Instagram) linked to their TBSAH Personal Websites (“PWS”).

4.2.3 Consultants may include full retail price of TBS products on their Social Media Business profiles/accounts. Consultants are strongly advised to only display a discounted price when TBSAH have discounted the price of a product through promotions.

4.3. Personal Social Media Accounts

4.3.1. Any Social Media accounts belonging to Independent Consultants, which are used by the Independent Consultant for their own personal use and/or not exclusively for their The Body Shop At Home™ business will be deemed a “personal account” and must:

4.3.1.1. be clearly identifiable as managed by the Independent Consultant and separate and independent from TBSAH and its affiliated companies;

4.3.1.2. include in the bio or profile section a description of the Independent Consultant which identifies them as an Independent Consultant using the following format: Full Name, Title, Independent Consultant The Body Shop At Home™. For example:

4.3.1.3. *Joanne West – Area Manager – Independent Consultant The Body Shop At Home™; and*

4.3.2. Where an Independent Consultant uses his or her own personal Social Media accounts for his or her The Body Shop At Home™ business, any post or content relating to TBSAH or his or her The Body Shop At Home™ business must refer only to TBSAH or the The Body Shop At Home™ business and not any other subject matter, such as third party brands or products.

4.4. It must always be clear that any opinions or views expressed by Independent Consultants when using their Social Media are strictly their own and not associated with TBSAH. Accordingly, any posts or accounts used by Independent Consultant must include the following disclaimer: *“The opinions expressed in the post are strictly my own and not necessarily the opinions of The Body Shop.”*

4.5. Where it is not practical to include such a disclaimer within a post, it may instead appear in the profile or bio section of the account, for example: *“Joanne West – Independent Consultant, The Body Shop At Home. The opinions expressed in my posts are strictly my own and not necessarily the opinions of The Body Shop.”*

4.6. Consultants may include their PWS links on their Personal Social Media profiles/accounts, preferably in their bio or description sections.

4.7. Consultants may include full retail price of TBS products on their Personal Social Media profiles/accounts. Consultants are strongly advised to only display a discounted price when TBSAH have discounted the price of a product through promotions.

4.8. Upon termination of the Independent Consultant Agreement, Independent Consultant must remove all references to TBSAH and its products and business and all TBSAH trademarks, service marks, logos, trade name, copyrights and other intellectual property of TBSAH or its affiliates from any Social Media site or platform used by such Independent Consultant.



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5. CONTENT RULES & REQUIREMENTS

- 5.1. Any intellectual property, logos or trademarks of TBSAH should only be used in accordance with any guidelines provided by TBSAH, including in the Business Rules, and the Independent Consultant will not change, alter or reproduce any trademarks, logos or other intellectual property of TBSAH in any way.
- 5.2. Independent Consultants must use materials (such as product claims, brochures or images), which have been provided by TBSAH. Such materials may not be edited in anyway, including adding filters, cropping, overlaying copy or manipulating using any applications.
- 5.3. Photos of any person should not be used unless the permission of such person has been obtained for such use. For example, Independent Consultants must not post images of any customer attending a party without the written permission of each customer.
- 5.4. Independent Consultants should not use any Social Media content found online without the permission of the owner. For example, any customer's content on TBSAH's Social Media should not be copied and used by Independent Consultant's without the original owner's permission and used with a hashtag where appropriate.

6. PROMOTING YOUR BUSINESS THROUGH SOCIAL MEDIA

- 6.1. Independent Consultants may use their public Social Media accounts (whether business or personal) to advertise or promote TBSAH products or The Body Shop At Home™ business. Promoting includes adding links to the Independent Consultants' PWS and posting product images and images of the Beauty Kit on their Social media accounts.
- 6.2. Independent Consultants may link their PWS to their posts.
- 6.3. Independent Consultants may post and promote their TBSAH business within the online community in both open and private groups and pages. When doing so, Independent Consultants must always be clear to include they are Independent Consultants and must abide by the rules that apply to the Community site and by the rules of this Policy and other policies under the Independent Consultant Agreement.
- 6.3.1. Independent Consultants cannot promote their business or share link to their PWS on any group or pages that:
- 6.3.1.1. Implies, either directly or indirectly, that The Body Shop is endorsing its content or otherwise misrepresents its relationship with The Body Shop;
- 6.3.1.2. Contains content or material that could be construed as illegal, offensive, controversial or distasteful (any websites must only contain content that is appropriate for all age groups);
- 6.3.1.3. Contains defamatory or derogatory information concerning The Body Shop, its products or opportunity or information intended to cause reputational injury to The Body Shop;
- 6.3.1.4. Presents false or misleading information about The Body Shop, its products or the opportunity.
- 6.4. Independent Consultants may include full retail price of TBS products on their Social Media profiles/accounts and posts in open or private groups and pages.
- 6.5. Any promotion of offers, invitation to or conducting of parties, or business promotion may only be conducted by Independent Consultants on Social Media privately, namely, via private/closed group pages or direct messaging. For example, where a potential customer is interested in buying a product seen on



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the Independent Consultant's Facebook account, the Consultant may only contact the customer privately to assist them and conclude the sale.

6.6. Independent Consultants may boost their Social Media posts to reach a wider audience. Independent Consultants, however, must make clear that any paid Social Media advertising is from the Independent Consultant and not from TBSAH.

6.7. Independent Consultants must not sell products within Marketplace pages or auction or 'Buy, Swap, Sell' sites online or within any Social Media Platform.

6.8. Independent Consultants must not make earnings income or lifestyle claims, including images, statements or otherwise suggest exaggerated income, lavish lifestyle or the ability to replace income from employment by joining The Body Shop At Home™.

6.9. Independent Consultants must, at all times, conduct themselves in a manner which protects both their own business and that of The Body Shop At Home™ by way of the following

6.9.1. Independent Consultants must protect their customer's personal details. When arranging payment, Independent Consultants need to ensure that credit card details are provided over the phone and not via email or messaging services.

6.9.2. When adding a customer to your Social Media groups, Independent Consultants must ensure the individual is a minimum of 18 years old. Independent Consultants must ensure they receive permission to contact the customer via Social Media in the future and that all future marketing communications include a simple 'unsubscribe' function for the recipient.

6.9.3. Excluding personal Social Media accounts, Consultants with more than one direct selling business must ensure they have separate Social Media business accounts for each business.

6.10. This Policy in relation to the promotion of products through Social Media are in addition to those provisions of the Independent Consultant Agreement which relate to sales of products through Social Media including restrictions on the use of unapproved third-party branded platforms.

6.11. Independent Consultants must comply with all laws and regulations concerning electronic communications, including without limitation, the CAN SPAM Act.

7. PROMOTING YOUR BUSINESS THROUGH PAID SEARCH ENGINES

7.1. To provide all The Body Shop At Home Consultants with equal opportunities to grow their online business, TBSAH personal websites (PWS) are not searchable and will not appear in the results for organic or paid searches.

7.2. The Body Shop actively invests on paid search terms to support driving impressions and awareness of the brand, its products and key campaigns enhancing overall search effectiveness and driving potential customers to all their channels. Because of that, Independent Consultants are not encouraged to invest in terms that are already being invested corporately by The Body Shop.

7.3. Independent Consultants are not permitted to use the terms "The Body Shop" or "The Body Shop At Home" or any of their intellectual property, including its major trademarked terms (for example, Drops of Youth, White Musk) or The Body Shop logo in any form of paid search listings. This includes search terms and advertising text.



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8. PERSONAL BLOGS AND WEBSITES

8.1. Independent Consultants may have a Blog or website, as long as there is no reference to The Body Shop in the URL and that the Independent Consultant is representing her/himself as an Independent Consultant with The Body Shop At Home™. Independent Consultant's blog should clearly state that any views on her/his blog are her/his own and not those of The Body Shop. All other rules in this Policy apply to personal blogs. Consultants may include their TBSAH Personal Website URL on their website.

9. ONLINE FUNDRAISING EVENTS/SWEEPSTAKES

9.1. Fundraising events, sweepstakes and contests are highly regulated activities. Independent Consultants must obtain the prior written consent of TBSAH before conducting such events related to their TBSAH business.

9.2. Any such events conducted online by Independent Consultants on Social Media will only be conducted in private/closed groups.

9.3. Independent Consultants will be responsible for the use of any reference to any charity supported by an approved fund raising event, and Independent Consultants will ensure that they follow any guidelines or requirements of that charity. Consultants must identify themselves as an Independent Consultant for The Body Shop At Home™ and clearly indicate that the chosen charity is not linked to TBSAH or any members of its affiliated group.

10. THE BODY SHOP AND THE BODY SHOP AT HOME™ SOCIAL MEDIA

10.1. TBSAH and The Body Shop operate their own Social Media to promote and advertise TBSAH products, brand and business ("**TBS Social Media**").

10.2. All TBS Social Media are operated and regularly monitored by their respective administrators, who will respond to any queries and/or comments posted by followers with the most up to date information regarding product availability, ingredients or other issues relating to our commitment, Community Fair Trade program and company position. Independent Consultants will not respond to any queries directed to the operators of the TBS Social Media.

10.3. Independent Consultants may not make direct bids for parties, sales or recruits on any TBS Social Media. Any such posts attempting to solicit business on a TBS Social Media site will be a material breach of this Policy and will be immediately removed.

10.4. Independent Consultants may not contact any person regarding joining The Body Shop At Home™ business on any TBS Social Media. All queries received on TBS Social Media regarding The Body Shop At Home™ parties or joining the business will be responded to and processed by the owners/administrators of the relevant TBS Social Media.

10.5. The Body Shop At Home™ operates a private, by-invitation only Facebook account for Independent Consultants called Inspirations. Independent Consultants who wish to join the Inspirations group may do so by getting their Sponsor to request access. Once accepted, Independent Consultants may post photos, videos and captions to be uploaded onto The Body Shop At Home™ Social Media, provided that such posts have been approved in advance by the TBSAH Support Office and adhere to the guidelines pinned on the group page.



11. MEDIA ENQUIRIES

11.1. All media or press enquiries received by Independent Consultants on Social Media relating to TBSAH must be referred to The Body Shop At Home™ Consultant Support Team by e-mailing usconsultant.support@thebodyshop.com or by calling 1-800-263-9746 (option 1 for English, then option 4 for TBSAH).

12. SAFETY AND SECURITY

12.1. Independent Consultants should immediately report any unfavorable online activity such as cyber bullying and stalking by contacting TBSAHcompliance@thebodyshop.com or calling the Consultant Support Team on 1-800-263-9746 (option 1 for English, then option 4 for TBSAH).

13. BREACH & LIABILITY

13.1. Independent Consultants are personally responsible and liable for all their Social Media activity.

13.2. An Independent Consultant will be required to remove any Social Media content that TBSAH considers to constitute a breach of this Policy or any provisions of the Independent Consultant Agreement or Business Rules. Failure to comply with such request may in itself result in various sanctions, including termination and/or legal action.

13.3. Serious, repeated or continued breaches of this Policy may result in the Social Media Platform in question closing your page/account and may also result in the enforcement of sanctions by TBSAH which may include the termination of your Independent Consultant Agreement.

13.4. Any Independent Consultant suspected of committing a breach of this Policy will be required to cooperate with our investigation.

14. CONTACT & COMPLAINTS

14.1. Any questions about this Policy or complaints about violations related to Social Media Platforms should be addressed to the following email: tbsahcompliance@thebodyshop.com or by contacting Consultant Support on 1-800-263-9746 (option 1 for English, then option 4 for TBSAH).

14.2. If an Independent Consultant receives a complaint from a customer relating to the Consultant's Social Media, the Consultant should attempt to resolve that personally and failing that refer to the following email at tbsahcompliance@thebodyshop.com or calling Consultant Support at 1-800-263-9746 (option 1 for English, then option 4 for TBSAH).

14.3. Any complaint received by customers relating to TBSAH products will be referred to TBSAH's Customer Care team at Consultant Support on 1-800-263-9746 (option 1 for English, then option 4 for TBSAH).

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