



Schedule B
Ariat Brand Guidelines

With respect to promotional messages, photos, or other communications made on social media platforms about Ariat and Ariat's products and Ariat's brands, all Ambassadors must adhere to the following standards:

1. Ambassador must comply with the Federal Trade Commission's (the "FTC") Guides Concerning Endorsements and Testimonials (<http://www.ftc.gov/os/2009/10/091005revisedendorsementguides.pdf>), including making:
 - a. statements that reflect Ambassador's honest beliefs, opinions, and experiences; and
 - b. clear and conspicuous disclosure about Ambassador's connection to Ariat in all of Ambassador's posts.
2. To better understand Ambassador's responsibilities under the Endorsement Guides, Ambassador must review:
 - a. The FTC's Endorsement Guides: What People Are Asking (<https://www.ftc.gov/tips-advice/business-center/guidance/ftcs-endorsement-guides-what-people-are-asking>).
 - b. FTC Guide: Disclosures 101 for Social Media Influencers (https://www.ftc.gov/system/files/documents/plain-language/1001a-influencer-guide-508_1.pdf).
 - c. FTC Guide: Do You endorse things on social media? (<https://www.ftc.gov/news-events/audio-video/video/advice-social-media-influencer>).
3. Ambassador may not:
 - a. make deceptive or misleading claims about Ariat's products or Ariat's competitors' products;
 - b. make any claims about Ariat's products or Ariat's competitors' products that are not backed up by evidence;
 - c. disclose any of Ariat's confidential information;
 - d. disparage Ariat or Ariat's brands and products;
 - e. engage in any communication that is defamatory or infringes upon the copyright, trademark, privacy, publicity, or other intellectual property rights of others;
 - f. offer for sale or solicit products on behalf of Ariat;
 - g. make offensive comments that have the purpose or effect of creating an intimidating or hostile environment;
 - h. post content that promotes bigotry, racism, or discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age;
 - i. use ethnic slurs, personal insults, obscenity, or other offensive language; and
 - j. make any comments or post any content that in any way promotes unsafe activities that could lead to an unsafe situation involving Ariat's consumers or other individuals.
4. Ambassador must:
 - a. adhere to the posted policies, guidelines, and terms of use on any platform on which Ambassador posts content on behalf of Ariat, understanding that any of these platforms' disclosure requirements about Ambassador's connection to Ariat do not necessarily satisfy FTC disclosure requirements;
 - b. adhere to any additional guidelines provided by Ariat such as product or brand specific program requirements and Ariat's Social Media Endorsement Policy;
 - c. disclose Ambassador's connection to Ariat clearly and conspicuously, and as otherwise explicitly required by Ariat herein. Ambassador's disclosure must be obviously visible to anyone who visits the applicable website, platform or service and reads an Ambassador's post;
 - d. include #ad, #paid, or #sponsored at the beginning of any tweet or other compressed communications;
 - e. use only original material or material for which they have the written permission of the originator;
 - f. have a signed release for any individuals appearing in Ambassador's work; and
 - g. obtain all necessary clearances prior to Ambassador's use of music in Ambassador's Posts.
5. Ambassador must not create fake followers or engagement on social media platforms, such as:
 - a. buying followers;
 - b. using bots to grow audience size by automating account creation, following, commenting, and liking; or
 - c. post fake sponsored content.