

L'ORÉAL

L'ORÉAL INFLUENCER AND CONTENT CREATOR VALUE CHARTER The way we work with influencers and content creators

In this Charter, “partners” refer to influencers and content creators.

At L'Oréal, we share a common passion for beauty with influencers and content creators. Influencers and content creators are a brilliant way for us to connect with consumers in a more personalized way and to build closer relationships with them. Because we respect consumers and want to continue to deserve their trust, transparency and integrity are key. We are committed to developing transparent, respectful, and professional relationships with influencers and content creators and indirectly, with their respective audiences.

With this vision in mind, and considering the ethical stakes associated with these relationships, the present Value Charter is a mutual commitment to engage in a genuine relationship in which both our values and those of our partners are aligned and in harmony.

L'Oréal's commitments

1. We are committed to respecting all people and to celebrate beauty in all its diversity. To this end, we act every day to build a business with inclusivity at its heart and to collaborate with people of all genders, identities, cultures, situations and backgrounds. We seek to work with partners who share our values and Ethical Principles – Integrity, Respect, Courage and Transparency – and we select them based on objective and legitimate criteria. We reserve the right to pursue due diligence depending on the nature of the relationship we are entering, based on information already in the public domain. We may end the relationship if we consider that these values and Ethical Principles are no longer shared.
2. We seek to partner with influencers and content creators who have built their following and reputation through efforts and talent. We may check that our partners do not buy or artificially inflate follower count or engagement through paid-for or 'like-for-like' means.
3. We are fully transparent when communicating about the nature of our relationship with our partners, to comply with the applicable regulations worldwide, and ensure and retain consumer trust.
4. We outline our expectations, objectives and timelines, and make commercial information and training available to our partners to help them inspire and foster a community around our brands and products.
5. We provide our partners with the creative liberty of relaying the message of our brands and products in their style and voice, within a responsible frame.
6. We comply with our obligations in terms of image and intellectual property rights of our partners as well as third parties, while safeguarding our consumers' personal data.
7. We only work with partners who have attained the legal age to sign a contract (or 16 years old if that legal age is younger).
8. We act and communicate respectfully with our partners during all interactions.

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Influencers' and content creators' commitments

1. You share with us the same Ethical principles and values and commit to communicating authentically, and to sharing creative, engaging and valuable content, in line with these values and principles. You do not mislead our consumers to believe in unachievable effects of our products, through any kinds of techniques. You are free to share honest opinions about our products and brands while refraining from posting defamatory or untruthful content about them.
2. You commit to not posting or have previously posted content which is at odds with our values of respect, tolerance and inclusion. In particular, partners will not share views or engage in behaviours which could be interpreted as racism, homophobia, misogyny, religious intolerance, violence, hateful content, bullying or aggressiveness towards others, pornography or any type of criminal activity.
3. You will always respect the freedom of choice of the audience.
4. Our partners commit to respecting terms of agreement including expectations, objectives and timelines, and to refraining from disclosing confidential information about our brands and products to any third party, or disparaging our products.
5. You are transparent about the nature of your relationship with us by fully disclosing your commercial interests to your audience, in accordance with the guidelines of your local advertising standards (paid partnership, #SponsoredBy, etc).
6. You respect local regulations related to your activity and are duly registered with the relevant local social security, tax, and administrative authorities.
7. You will respect all image and intellectual property rights of third parties (including trademarks, designs, copyrights and moral rights, as well as neighbouring rights) as well as all consumers' rights to data privacy. More specifically, you will obtain all necessary authorizations from the rights owners (including models, photographers, music publishers and record labels) before using any third parties' image and works (including music) in any content and ensure the deletion of infringing content.
8. You will act and communicate respectfully with your audience and peers as well as our teams during all interactions.