

# Cure Media Brand Safety Policy

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## 1. PURPOSE

The purpose of this Brand Safety Policy is to outline Cure Media's strategic and operational routines for ensuring that all influencer marketing activities conducted through our platform and network uphold the highest standards of brand protection. This includes minimizing the risk of misplacement of content and protecting the reputation and integrity of our clients' brands.

## 2. SCOPE

This policy applies to all influencer campaigns executed through Cure Media's platform and services, and to all contracted influencers and content creators.

## 3. BRAND SAFETY PRINCIPLES

Cure Media is committed to the following brand safety principles:

- **Respect for client values:** All campaign content must reflect the values and tone of the client's brand.
- **Platform-appropriate placement:** Content must be placed only on approved social media platforms as outlined in the campaign brief.
- **Audience-appropriate targeting:** Cure Media takes care to ensure content is not directed to audiences that may be misaligned with the brand's values or objectives.
- **Proactive risk management:** We implement structured approval workflows to detect and prevent risky placements or associations.
- **Continuous evaluation:** We monitor campaign outcomes and flagged environments to continuously strengthen our safety mechanisms.

## 4. CONTENT MISPLACEMENT PREVENTION

To minimize the risk of misplacement, Cure Media applies the following routines:

- **Pre-campaign briefing:** Each influencer receives a campaign brief specifying tone, platform, and placement guidelines. These briefs are aligned with each client's brand identity and sensitivities.

- **Content approval:** All content must be submitted for approval before publishing. The review includes assessment of both visuals and captions for tone, accuracy, and alignment with brand safety.
- **Platform and context control:** Influencer content is only approved for distribution on predefined platforms and accounts. Cross-posting or repurposing without consent is not allowed.
- **Exclusion practices:** Cure Media and its clients reserve the right to exclude certain topics, environments, or audience segments deemed inappropriate or brand-risking.

## 5. PROHIBITED ENVIRONMENTS & ASSOCIATIONS

Cure Media does not permit content to be associated with or placed in connection with:

- Hate speech or discriminatory environments
- Political or religious extremism
- Sexual or explicit content
- Content promoting violence, drugs, or criminal activity
- Misinformation, scams or fraudulent behaviour
- Any channel or environment flagged by the client as brand-unsafe

## 6. INFLUENCER CONDUCT

All influencers are contractually bound to avoid any form of content or public statements that may conflict with Cure Media's or the client's brand safety standards. This includes:

- Not posting or having previously posted content deemed racist, sexist, homophobic, or otherwise intolerant
- Avoiding behaviour or associations that could bring reputational harm to the campaign or brand
- Complying with all relevant disclosure regulations and good industry practice

## 7. CLIENT ESCALATION & RESPONSE

Should any brand safety concerns arise during a campaign:

- Cure Media will immediately escalate the issue internally and to the client.
- We may request the removal of any live content.
- The campaign may be paused or terminated based on severity.
- The influencer may be suspended from future collaborations pending review.

## 8. POLICY REVIEW

This Brand Safety Policy is reviewed and updated on an annual basis, or more frequently if industry regulations, client expectations or internal assessments require it.