

Cure Media Publishing & Removal Policy

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1. PURPOSE

This policy outlines Cure Media's procedure for handling the publishing and removal of influencer content in connection with campaigns. It ensures that any incorrect, inappropriate or misaligned content can be removed swiftly to protect the customer's brand reputation.

2. PUBLISHING GUIDELINES

All influencer content is reviewed and approved by Cure Media prior to publication.

- Publishing is based on the timeline agreed in the Campaign Basis, which is communicated at campaign start.
- Customers may request changes or raise concerns at any time during the approval process.

3. CONTENT REMOVAL PROCESS

If a post is published and later found to be:

- Incorrect or misaligned with the approved brief
- Legally non-compliant (e.g. lacks ad disclosure)
- Published on the wrong channel or time
- Reputationally harmful for the customer

Cure Media will:

1. Notify the influencer and instruct immediate removal.
2. Aim for removal **within 12 hours**, and no later than **24 hours** from the point of notification – or earlier if the situation is urgent or brand-critical.
3. Notify the customer once the removal is completed.
4. Document the case internally.

4. CUSTOMER COMMUNICATION

- Customers are informed of Cure Media's publishing and removal process at campaign kickoff.
- Upon issue detection, Cure Media will proactively inform the customer and offer full transparency until resolved.
- If requested, Cure Media will provide documentation confirming removal and follow-up actions.