

Social Media Policy

LegalShield UK recognises and embraces the benefits and opportunities that social media can bring, and encourage all Associates to use it, embrace it and enjoy it! Social Media a great space to innovate, create, share stories, news and successes to help build your LegalShield UK business.

However, wherever and whenever an Associate does this, they must be aware of the potential impact on both themselves and LegalShield. The intention of this policy is to ensure that anyone associated with LegalShield can enjoy the benefits of social networking while minimising the risks that can impact upon the wellbeing of Associates and staff, and the reputation of LegalShield UK.

1. It is your responsibility to safeguard and promote the good reputation of the LegalShield brand; to ensure that your marketing efforts contribute to the public interest; and to avoid discourteous, deceptive, misleading, unethical or immoral conduct or practices.
2. Always be kind, courteous and do not post anything that could cause offence. Independent Associates may not make any postings or link to any posting or other material that:
 - Is offensive, to a group or individual, profane, hateful, sexually explicit or obscene, violent, threatening, harmful, defamatory, libellous, harassing, or discriminatory (whether based on race, ethnicity, creed, religion, gender, sexual orientation, physical disability, or otherwise);
 - Is solicitous of any unlawful behaviour;
 - Is in violation of any intellectual property rights of the Company or any third party.
3. Independent Associates are personally responsible for their own postings and all other online activity conducted on behalf of the Independent Associates business and will be held fully responsible for any such activities.
4. It is your obligation to ensure your online marketing activities is truthful, not deceptive and does not mislead in any way. Postings that are false, misleading, or deceptive are prohibited. This includes, but is not limited to, false or deceptive postings relating to the LegalShield income opportunity, LegalShield products and services, or your biographical information and credentials. Fact-check all material you post online.
5. Always respect the privacy of others in your postings. Independent Associates may not list the names of other individuals or entities on their postings unless they have the written permission of the individual or entity that is the subject of their posting.
6. You must disclose your full name on all social media postings and conspicuously identify yourself as an Independent Associate for LegalShield. Anonymous postings or use of an alias is prohibited.
7. If you use a LegalShield logo in any communication, you must use the Independent Associate version of the logo. Using any other LegalShield logo requires written approval. Logo(s) Approved for Independent Associate Use:



Logos NOT Approved for Independent Associate Use:



8. You may not use LegalShield® trade names, trademarks, designs, images or symbols without prior written permission, except as outlined in this doc. Video or audio recordings of company events, training and/or speeches are also copyrighted and may not be distributed without permission.

The name LegalShield® is a trademark of PPLSI Limited., is of great value to the Company, and is supplied to you for your use only in an authorised manner. Use of the LegalShield name on any item not produced or authorised by the Company is prohibited.

As an Associate you may use the LegalShield name in the following manner:

Associate's Name

Independent Associate, LegalShield

or: LegalShield Independent Associate

Example:

Brian Shield

Independent Associate, LegalShield

9. You are not allowed to use or register LegalShield or any LegalShield trademarks, product names, or any derivatives, for any Internet domain name, email address, social networking profiles, or online aliases. Additionally, you cannot use or register domain names, email addresses, and/or online aliases that could cause confusion, or be misleading or deceptive in that they cause individuals to believe or assume the communication is from, or is the property of, LegalShield.

Examples of the improper use: LegalShieldUK@msn.com;

www.legalshieldisgreat.com; facebook.com/legalshieldguy. If you register any domain or email name that relates to the Company or a Company product, you agree to transfer the name to the Company at your cost of acquisition. You can, however, create your own URL's for your LegalShield business, provided it does not contain LegalShield in the address.

10. If you wish to develop an external blog you must inform us and adhere to the rules of this document.
11. If you use the trademarks, trade names, service marks, copyrights, or intellectual property of any third party in any posting, it is your responsibility to ensure that you have received the proper license to use such intellectual property and have paid the appropriate license fee.
12. You may only advertise or promote your LegalShield business using approved tools, templates, ads, or images acquired through your HQ. No approval is necessary to use these approved tools. Any designs or images in your HQ downloads are exclusive property of the Company and are to be used strictly

in the format provided. Any created ads or marketing material should be submitted to help@legalshield.co.uk for approval before use.

13. In the event of the voluntary or involuntary cancellation of your Independent Associate Agreement, you are required to remove all references to LegalShield within 5 days. Independent Associates must discontinue using the company name and all of It LegalShield trademarks, trade names, service marks, and other intellectual property, and all derivatives of such marks and intellectual property, in any postings and all 'Social Media' sites that you utilise.
14. When directing readers to your personal website, the link and surrounding context must expressly demonstrate to a reasonable reader that the link will be directed to the site of an Independent Associate. Attempts to mislead web traffic into believing they are going to the LegalShield corporate site, when in fact they land at an Independent Associates personal website, is not allowed. The determination as to what is misleading or what constitutes a reasonable reader will be at the Company's sole discretion.
15. If you wish to report a violation, please email help@legalshield.co.uk.