

Global Social Media Policy

The following document describes the possibilities of using social media and websites by Business Partners / Leaders (BP / L) and other people who create and share:

- copyright content,
- publications,
- opinions,
- insights
- experience,
- plans,

same supporting online conversations and interactions between recipients, and hence - selling LIVIOON products.

Social media, or tools for publishing content, are: Facebook, YouTube, Instagram, Twitter, blogs, discussion forums among others not listed here.

We have developed the following rules for independent account management and partner profiles, as well as our own BP / L websites to improve the quality of their materials. BP / L LIVIOON are increasingly using these services to contact customers in order to increase product sales portfolio and reach the largest audience possible with their quality. This document is a response to the growing interest in LIVIOON brand distribution.

The presented rules do not change the applicable partnership rules, they are only intended to help in the application of consistent image messages. This is in line with applicable regulations in "face to face" business practices.

Be transparent and honest.

Good practice: Providing real, factual and clear information will help you build long lasting and loyal relationships with customers.

Bad practice: Misleading recipients, providing false information, or selling other products under the LIVIOON label is a threat to BP / L's reputation and all business operations.

Be responsible and value.

Good practice: Get your interested recipients in your experiences related to LIVIOON products and cooperation with the company. Tell about your life in an interesting and intriguing way. Write about topics you want to others: your family, friends, acquaintances and clients to read. Create messages, relevant posts to people you talk to - remember that they are your current or future clients. Show your value by sharing knowledge in a simple and matter-of-fact way. By offering constructive advice, you can increase your credibility and gain customer trust.

Bad practice: Using false images, images obtained in a way that infringes copyright, or presenting a false picture of your life and experiences is a short way to lose the trust of current and future customers.



Using official LIVIOON logo

Good practice: Download a special profile picture from the "Download" tab at www.livioon.com/download. The picture shows the combined letters OO and the signature "Independent Distributor."

Bad practice: Using the official LIVIOON logo used by the company or creating your own version of the logo is not allowed. Together, let's care about the clarity of our message.

The Official name of your site

Good practice: In the official name of your website or pages on social media, use one of the following options:

- Name Surname Livioon Independent Distributor
- Name Surname Independent Distributor of Livioon
- City Livioon Independent Distributor
- Province Livioon Independent Distributor

Bad practice: Pretending to be LIVIOON (and not its Independent Distributor) and using non-standard names in social media and websites introduces recipients to error and, as a result, compromises BP / L's and company's reputation.

Crossing and sharing posts

Good practice: You can cross and share official LIVIOON content, clearly indicating the original source, i.e.

- in the case of Facebook content - tagging the LIVIOON fan page using an active link (via @)
- for YouTube content - providing a link to the LIVIOON YouTube channel or the official name of the channel
- in the case of content from a website - by providing a direct link to livioon.com
- for content from LinkedIn - by providing a link to LIVIOON profile in LinkedIn or the official profile name
- for Instagram content - by tagging LIVIOON profile using an active link (via @)

Bad practice: Assigning copyright to LIVIOON content, not providing the source of shared posts, or tampering with the content created by the company is not only unprofessional, but may also constitute copyright infringement.

Videos

Good practice: Create your own, original video production that will help to engage your audience. Edit them with the OO Independent Distributor mark, which will help you to build a professional distributor brand and also support LIVIOON brand.



LIVIOON company may use video materials prepared by you or created with your participation, in which case we will ask you for consent. At the same time, when taking part into competitions and games organized by LIVIOON, please note that the company clearly indicates each time that the images published as part of these initiatives can be later used for promotional purposes, i.e. in Facebook posts.

Bad practice: Creating video recordings bearing only the official LIVIOON logo is a violation of the law because they have been registered at the Patent Office.

Facebook/Instagram

Good practice: When creating an account or profile, choose the name according to the permissible scheme described in this document.

You can create closed groups on social media in order to invite participants to communicate with and to exchange information about products. Here are the criteria for creating such group:

The group must have a closed group status and consist of members confirmed by the administrator: BP / L.

Group settings must have limited access to its content so that it is only accessible to approved members.

Bad practice: Creating pages and profiles on social media or websites on behalf of LIVIOON is prohibited. Any website with a name similar or similar to (e.g.): Livioon Global, Livioon Italia, Livioon Greek, Livioon Polska, Livioon International, with annotations Official bodies - will be notified to the Facebook Organization with a request to suspend and then to delete them. This means losing hundreds and sometimes even thousands of followers.

Modifying graphics, photos, information used on official LIVIOON accounts is contrary to the good image of LIVIOON and PB / L brands. Also, publishing information on other cosmetic brands, and thus informing that LIVIOON products resemble other cosmetics, is contrary to our common interest, i.e. building a strong and professional image.

Livioon is responsible for advertising materials, posts, photos, offers and more, which it makes available on:

POLAND

Facebook: Livioon Polska (@livioonpolska)

Facebook: Livioon Global (@livioonglobal)

Instagram: Livioon_Polska_Official

Instagram: Livioon_Global_Official

ITALIA Facebook:

Livioon Italia (@livioon_italia)

Instagram: livioon_italia

GREEK

Facebook: Livioon Greece & Cyprus (@livioongreece & cyprus)

Instagram: livioon_greece & cyprus



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info@livioon.com
www.livioon.com

WWW:

Good practice: Register new users only through official registration links, redirected to the official website www.livioon.com. LIVIOON bears full responsibility for advertising materials provided on this website.

Use the product photos you download from the official LIVIOON website in exactly the same way they were used at the source. This will ensure visual consistency in your content, and your message will be credible.

Bad practice: Creating a registration form for LIVIOON on your own website is not allowed. Registration carried out outside the official form on the website www.livioon.com does not introduce a new consultant to the structures, and thus - limits your earnings.

Selling products at a reduced price other than on www.livioon.com does not contribute to the real development of your business and reduces the value of the LIVIOON brand, so do not do it.

Tips for new social media users:

What you can do:

1. Be honest, reliable and to communicate in an understandable way.
2. Talk about your experiences, propose your participation in meetings and share your opinions.
3. Create a profile on the social media that suits you best. You don't have to be everywhere - find a channel where you feel comfortable and find your audience. If you need help or hints on how to create the best profile, talk to your leader, look for hints from other Partners' profiles and on social media channels. This may be your chance to increase your audience.
4. Focus on people with whom something connects you: acquaintance with school, studies, work, shared passion or hobby. It builds no better agreement that the one will allow you to make an easier contact.
5. Treat everyone with respect - exactly as you would like to be treated.
6. Provide positive messages and experience in an interesting and truthful way. This will build a stronger brand.
7. In case of questions please contact your leader

What you cannot do:

1. Create websites, accounts or other publications for the direct sale of LIVIOON products. Remember that there is only one online store available at www.livioon.com.
2. Create accounts and accounts with prohibited names: Livioon Global, Livioon Italia, Livioon Greek, Livioon Polska, Livioon International, with annotations Official, Official bodies or similar.
3. Use converted graphics, photos, information downloaded from official LIVIOON accounts on your profiles and websites.
4. Publish information on other cosmetic brands, and thus inform that LIVIOON products resemble other cosmetics.
5. Sell products on their websites at lower prices than those on the official LIVIOON website

