



VIDEO AND LIVE STREAMING

DO	DON'T
<ul style="list-style-type: none"> • Say at the beginning or before the first mention of the product (and disclose periodically if the video is over 3 minutes or if a live stream). 	<ul style="list-style-type: none"> • “Thanks to...”
<ul style="list-style-type: none"> • “This video is sponsored by...” 	<ul style="list-style-type: none"> • “Made possible by...”
<ul style="list-style-type: none"> • “This video was paid for by...” 	<ul style="list-style-type: none"> • “In collaboration with...”
<ul style="list-style-type: none"> • “This product was given to me by...” (If no money was given in addition to the product). 	<ul style="list-style-type: none"> • “In partnership with...”
<ul style="list-style-type: none"> • Audio disclosures should be spoken at a speed that is easy to follow. 	<ul style="list-style-type: none"> • “This brand rocks...” (etc.)

Written disclosures must remain on screen long enough to be read and understood (at least 10 seconds). Also, include written disclosures in the video description / caption above “show more” button.

Disclosures are required when an influencer has a “material connection” with the brand. A material connection to the brand includes a personal, family or employment relationship, or a financial relationship—such as the brand paying you or giving you free or discounted products or services.

If you have any questions, call Pfeiffer Law Corp at (310) 451-5800.

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EXPERIENCED ENTERTAINMENT ATTORNEYS