

# **Wootloop Code of Conduct**

## **Policies and Code of Conduct of Wootloop Members**

All Members are expected to adhere to the following Code of Conduct when advertising on Wootloop:

1. Giving your customers good and accurate information;
2. Providing a clear & concise refund policy;
3. Refraining from Targeting other Members;
4. Communicating with customers in professional manner;
5. Adhering to Wootloop's sales process in a way not to circumvent its compliance policies;
6. Offering products which are legal, non-hate related, and ethical; and
7. Proper Use of Wootloop's Intellectual Property.

Violating Wootloop's Code of Ethics, Terms of Service, Privacy Policy, or DMCA Policy may result in actions against your account including, but not limited to, suspension of license listings and/or termination of your Member account.

### **1. Accurate Information**

Presenting accurate information depends largely on the impression we leave on our customers. When presenting our products and services we need to leave customers with the right expectations. If you promise someone that you will teach them how to become a good writer, your course should provide the best information about writing. The key is to deliver what you are promising. Be honest. Don't use phrases that will create the wrong net impression. Clients will not be happy if you promise them a Porsche but deliver a Volkswagen Bug. Over promising and underdelivering makes unhappy customers, who will want a refund.

There are several ways you can create the wrong impression including; A) misleading earnings claims; B) making undocumented claims; C) misrepresenting your product or service; and/or D) representing your product or service is easier to use than it is.

#### **A. Earnings Claims**

Ads must not contain statements that a client will expect a certain income if they join your training. Promises of individuals attaining a certain monthly income within a certain time frame of joining your program, are prohibited unless you can prove that the typical participant can expect that result. For example, a claim that a client could make \$10,000 in two (2) months of joining your program is unacceptable unless you have documented proof that typical students see similar results.

Since you do not know how a client will utilize your service, you will be unable to predict the outcome. The result you should focus on is helping the client learn the skill you are teaching, not a promise of certain

income. This is a narrow-minded approach that solely focuses on one outcome, which is unpredictable. Avoid making earning type claims.

## **B. Unsubstantiated Claims & Testimonials**

Claims in your ads require a reasonable basis. For example, a claim of increased health benefits from a supplement or nutrient must have scientific evidence to support it. A reasonable basis exists when you have support from the claim that is from a reliable source. Wikipedia and general search results from the internet do not constitute a reliable source. A reliable source would include scientific studies, published accredited materials, and generally acceptable practices. Basically, a source which could withstand criticism.

Furthermore, Wootloop is not responsible to verify the accuracy of the statements made in stories or “testimonials” shared in your advertisements. All testimonials shared in your advertisements require documentation. Substantiation of your content is a prerequisite of using such material in your ads. Even with substantiation you should avoid using testimonials that create an impression of typicality when they really represent the rare occasional client experience. In all cases where you use a testimonial it should be accompanied with a proper disclosure that the results shown “are not typical, are not guarantees, and the client’s results may vary.” The federal guidelines for using endorsements and testimonials in advertising is found at: <https://www.ftc.gov/sites/default/files/attachments/press-releases/ftc-publishes-final-guides-governing-endorsements-testimonials/091005revisedendorsementguides.pdf>

## **C. Misrepresentations**

Ads must not contain material misrepresentations. Advertisements are deceptive if they contain a “material” representation that would likely affect the consumer’s decision to purchase your services. The standard for determining if a claim is deceptive is as follows: 1) did the representation affect the consumer’s decision to purchase your training; and 2) was there sufficient evidence (documentation) to prove that the representation was true.

Unfair methods of competition including misrepresentations or the concealment of any material fact with the intent to deceive is prohibited. As discussed, you should go to great measures to ensure your representations are not misleading and convey a clean message.

## **D. Ease of Use**

You should avoid making it appear that the training or services you offer is easier than it actually is. Making the ad seem risk free creates the illusion that the process of application or learning that no real work is necessary and that there is no chance of failure. You should always convey to your clients that effort is required to learn any process, and that most ventures involve risk.

## **2. Clear & Precise Refund Policy**

While most Members offer a refund policy equivalent to Wootloop’s, as is our recommendation, you may offer a different refund policy as long as it is clearly and easily found by your customer. A clear and precise disclosure is one that the customer sees before they purchase. A small and hidden disclosure is not sufficient. This disclosure must be readily visible (proximate and predominant) to the offer of your service. You cannot deviate from Wootloop’s refund policy.

### **3. Member Targeting**

You must not use target other Members to deter, deflect, or steal customers. These actions may infringe on your co-Member's ability to acquire customers. Targeting includes activities which discriminate against, harass, provoke, or disparage customers from using another Member's products and/or services. Members should not directly or indirectly create or make negative reviews of another Member's service solely as an attempt to detract buyers from that Member's products and services. Wootloop will immediately suspend or terminate your subscription if it is deemed you have Targeted another Member.

### **4. Customer Communications**

A good client is a happy client. Providing your customers with the service you promise is a good start, but it is not enough by itself. You must also communicate with clients and be responsive. Being proactive with your clients can tell you a lot about their experience. When you consistently ask your customers about their experience, it can help you improve your product and service.

Once a customer has purchased you need to provide them with a means to communicate with you if there are any problems with your product or service. No one will understand your product and service better than you. Consequently, Wootloop is not in the best situation to always help your clients. That responsibility is yours.

You should at minimum always have an email address and telephone number in which the customer may communicate with you listed on your offer. This way you will better be able to service the customer's needs, especially if they have questions about your service. Wootloop is there if there are technical problems with the service related to the hosting website but is not a great resource for customers who have specific questions about your training. It's always a good rule of thumb to communicate with your clients. Make it easy for customers to start a conversation.

### **5. Code of Ethics**

Your reputation is everything. How we relate with one another is the essence of business. If you are not ethical in your dealings with your clients, not only will that cause cancellations and refunds, but it will harm the most valuable asset you have, your reputation. Ethics do not only apply to your buyers, but to other Wootloop Members. Adherence to these Code of Ethics is essential to ensure the satisfaction and reasonable expectation of the customer. By subscribing to Wootloop you agree to follow these ethical guidelines and to avoid making representations that could be harmful to your customers. Failure to abide by this code may result in Wootloop suspending or terminating your subscription.

### **6. Legal & Ethical Products**

Ads must not constitute, facilitate, or promote illegal products, services or activities. Ads targeted to minors must not promote products, services, or content that are inappropriate, illegal, or unsafe, or that exploit, mislead, or exert undue pressure on the age groups targeted.

Ads must not discriminate or encourage discrimination against people based on personal attributes such as race, ethnicity, color, national origin, religion, age, sex, sexual orientation, gender identity, family status, disability, medical or genetic condition.

Ads must not contain adult content. This includes nudity, depictions of people in explicit or suggestive positions, or activities that are overly suggestive or sexually provocative.

Ads must not contain content that infringes upon or violates the rights of any third party, including copyright, trademark, privacy, publicity, or other personal or proprietary rights.

Ads must not contain shocking, sensational, inflammatory, or excessively violent content.

Ads must not contain content that exploits crises or controversial political or social issues for commercial purposes.

Ads must not contain profanity or bad grammar and punctuation. Symbols, numbers and letters must be used properly without the intention of circumventing our ad review process.

## **7. Use of Wootloop's Intellectual Property**

Advertisements that include any reference to Wootloop must be approved by Wootloop. Client cannot create an impression that your relationship with Wootloop is anything more than it is, which is the provider of content and access to the adult social gaming platform.

Furthermore, all other ads and landing pages must not use our copyrights, trademarks, or any confusingly similar marks, except as expressly permitted by Wootloop.

Ensure any ad data collected, received, or derived from your Wootloop ad ("Wootloop advertising data") is only shared with someone acting on your behalf, such as your service provider. You are responsible for ensuring your service providers protect any Wootloop advertising data or any other information obtained from us, limit their use of all that information, and keep it confidential and secure.

Don't use Wootloop advertising data for any purpose (including retargeting, commingling data across multiple advertisers' campaigns, or allowing piggybacking or redirecting with tags), except on an aggregate and anonymous basis (unless authorized by Wootloop) and only to assess the performance and effectiveness of your Wootloop advertising campaigns.

Don't use Wootloop advertising data, including the targeting criteria for your ad, to build, append to, edit, influence, or augment user profiles, including profiles associated with any mobile device identifier or other unique identifier that identifies any user, browser, computer, or device.

Don't transfer any Wootloop advertising data (including anonymous, aggregate, or derived data) to any ad network, ad exchange, data broker or other advertising or monetization related service.