

Micro Influencer User Generated Content Agreement

As you consider publish and allowing us to publish your content for this campaign, we want to make sure you know exactly how we intend to use it.

As a Buzzador Micro influencer in this campaign (**Uncle Ben's®**) you are expected to:

- **Upload a minimum of 3 posts of the Uncle Ben's® Express Rice on your Instagram feed**
- Minimum of 3 images or 3 videos of the Uncle Ben's® Express Rice where you showcase the product in 3 different dishes (*not Instagram Story*)
- All posts must be tagged as #unclebensbuzz #unclebensexpressris #snabbmåltid #buzzador and begin your post with "In cooperation with Buzzador ..."
- Not allowed to delete the post up to two years after campaign end
- You provide your permission for Buzzador (and its client MARS) to use your content. See more details below under CONTENT.
- All posts need to be uploaded in your Instagram profile that is connected to your Buzzador account

If you do not do what is expected from you during the campaign period you may be liable to cover campaign and product cost to Buzzador.

CONTENT: You provide your permission for Buzzador (and its clients) to use your content by signing this contract (as well as sharing your name, age and hometown). By providing your permission, you represent and warrant that you own the content (avatar, text, profile, images and videos) and there are no other entities with ownership claims over it. You grant Buzzador a non-exclusive and non-revocable commercial right to reproduce the content in any form (including, but not limited to, video, internet posting, reproduction, display, email, publication, and distribution), either through our own services or services provided by third parties, throughout the world in any medium now known or later developed and without restriction or limitation. You agree that your content may be used by Buzzador or by others under Buzzador's direction to create derivative works either alone or in conjunction with sketches, cartoons, captions, films, art work, textural matter or other photographs. While Buzzador will make commercially reasonable efforts to give you credit for your content and provide a link back to your content or account, you agree that such credit is not mandatory and your permission for us to use your content is not contingent upon such credit being given.

You waive any right to inspect and/or approve the finished work incorporating the content or the advertising copy that may be used in connection therewith or the use of which said finished work may be applied. Further, you waive any claims to royalties with regards to your content or our finished work.

Last, you agree that if any provision, or any portion of any provision, contained herein is determined to be invalid under any statute or rule of law, then it shall, to that extent alone, be deemed omitted, and the remainder of this Permission to Use Content Agreement shall remain in full force and effect. This Permission to Use Content Agreement shall be governed by the laws of Sweden.

If you don't agree to these terms, we completely understand and no further action is required. We are thrilled to see Buzzador as a part of your page and look forward to seeing any new content you post as well.

Thanks again!

Last Edited: 2018-08-24