



## SOCIAL MEDIA POLICY

**1. Income Claims** - The FTC scrutinizes direct sales for making it seem too easy or guaranteed to make money. Also in this category are any exaggerated income claims. Further, your pay under the JIFU Affiliate Pay Plan will fluctuate and you cannot make any overt or subtle claim that it won't. The FTC will investigate and often impose criminal and civil penalties on both the Affiliate and Company.

**2. Screenshots** - Do not include screenshots or guaranteed prices in your presentations from the JIFU site. Due to the dynamic nature of the travel industry, travel prices can change minute to minute. You can safely say that we provide great savings anywhere you want to go as a Member or Affiliate. Failure to follow this guideline can result in FTC investigation and the breach of contract with our wholesalers.

**3. Manipulate the Brand** - Significant time and investment goes into protecting JIFU intellectual property including trademark and copyright ownership. Changing the brand even slightly threatens these valuable company assets created for your benefit.

**4. Company Materials and Approval** - Your safest route is to use company produced marketing materials. However, we want you to Jifu your way. If you want to personalize your message, only do so in collaboration with the JIFU team and with Jifu's written permission. There is a strict policy that failure to do so can result in termination of your Affiliate position.

**5. High Pressure Sales** - One of the biggest criticisms of the industry is pressure selling people that don't want, don't need, or cannot afford a product or service. The FTC takes this very seriously. There are plenty of people who don't fall into the above categories and will want and afford a membership or build an income.

**6. The use of "JIFU" in personal accounts, emails, social profiles, etc.** - JIFU Travel, LLC owns the rights to its trade name, logo, trademarks and global branding. As such, Members and Member Affiliates do NOT have permission to create personal emails, social media handles or usernames with the name "JIFU" included. JIFU Member Affiliates are welcome to use the company produced marketing materials and provided logos. Full policies on this topic are available within the JIFU Policies and Procedures corporate document, section 14.

**At JIFU, we are a team.**

While excitement can create temptation to avoid compliance with the above, do not do it. We will actively watch for violations that endanger the company or other Affiliates and for practices that violate public policy and law. Any Affiliate large or small that persists in not following these guidelines can be terminated or sanctioned at JIFU's discretion or as required by law.