



Welcome to the Disney Store Affiliate Marketing Program! To ensure a positive and brand-safe experience for our guests, we have established these best-practice disclosure guidelines. Please adhere to these standards when creating and promoting content as part of our affiliate program.

The Walt Disney Company takes very seriously the trust that consumers place in our brands and in our company. We adhere to brand principles that aim to live up to this trust by ensuring we do not act in a distasteful or inappropriate manner, and we take particular care to ensure that we have the best interests of kids and families at heart. Thank you for adhering to these guidelines.

Please visit the FTC website at www.ftc.gov for more information about testimonials, endorsements, and guidance specific to online influencers. If the target audience for your posts is outside of the United States, then please follow any laws or other guidance provided by your target audience country(ies).

1. Appropriate Content

- Avoid commingling characters and icons that are part of a Disney brand with characters or elements from other companies (e.g., Dora the Explorer, Hello Kitty, Superman). Further, avoid mixing characters from different franchises (e.g., mixing Marvel with Disney or Star Wars with Marvel). It is also preferred that Disney characters remain in their own “worlds” where possible (e.g., do not mix Disney Princess characters with Toy Story or Winnie the Pooh characters. Please note that this does not pertain to certain content such as gift guides or listicles where specific products may be listed). Characters should remain true to their personalities and may not act as salespeople. Reach out to your Disney contact to discuss potential situations if you are questioning whether they are appropriate.
- Please do not create Posts that are libelous, defamatory, obscene or unlawful, otherwise violate or infringe anyone’s rights, depict tobacco, alcohol, sexual situations, violence or weapons, or are detrimental to the high standards, good image and reputation of any of Disney’s affiliated or related companies.

2. Trackable Links

- Use trackable affiliate links provided in the CJ platform for all promotional activities.

- Embed links strategically within your content, ensuring they are relevant to the context.

3. Link Placement

- Integrate trackable CJ links within your articles and posts, ensuring the link is not standalone, and is hyperlinked within the content.
- Include multiple trackable links when appropriate, offering users various entry points to Disney Store.

4. Imagery Usage & Visualizations

- Utilize the most up-to-date and high-quality imagery provided by the Disney Store affiliate team.
- Use official Disney Store logos and branding assets provided directly from the Disney Store affiliate team.
- Update your visuals regularly to align with seasonality and promotions.
- If utilizing imagery pulled from DisneyStore.com, you must receive written approval from the Disney Store affiliate team prior to going live.

5. Brand Name Capitalization

- Spell "Disney Store" with an uppercase "D" and uppercase "S" in all instances, ensuring that there is a space in-between "Disney" and "Store".
- Maintain consistency in capitalization to adhere to our brand identity.

6. Written Disclosures

- **For Posts that are paid blog posts or other paid articles:**
 - **Written Disclosure:** You are expected to place a written disclosure at the top of the Post or include it in the very first paragraph of your review. Examples:
 - *Sponsored by Disney*
 - *Paid support and free product provided by Disney*
 - *Disney provided me with free access to its D23 event so I could write this review*
- **For Posts that are paid photographs and paid links on social media:**
 - **Written Disclosure:** Posts on social media must clearly reveal your connection to Disney. Disclosures should be viewable in each platform's unique format, which means ensuring they appear within the first few lines of copy is best. Per FTC guidance, the disclosure must be written out. Hashtags are a good additional tool, but they alone do not suffice for a disclosure. Examples:
 - *#paid or #ad or #sponsored (in addition to written disclosure)*
 - *Paid: or Advertisement: or Sponsored:*

7. Deliverables

- Before posting any paid content (article or social media posts), the Disney Store team needs to review all content prior to going live. Please share a link or screenshot for Disney Store review and approval, at least 1 business day prior to the scheduled launch date.
- For all paid social media posts, please include the platform and handles the content will be posted to.

8. General Guidelines for Influencers

- Influencers cannot be approved in perpetuity: If an influencer is approved for one campaign, the same influencer would still need to be re-vetted and routed for approval for new campaigns.

Disney Store is...

Bright & Playful With a Disney Wink
Vibrant & Compelling
Additive to the Guest
Inclusive & Diverse
An Immersive & Magical Experience
Appropriate for ALL ages
Product or Experience As Hero
High Quality, but Never Over-Polished
Effortlessly On-Trend
Shows Rather Than Tells
Interactive

Disney Store is not...

A Catch-All
Promotion-Driven
Forced
A Place For Overt Marketing
Price Focused
Pun-Heavy or Corny
Low Quality
Pessimistic, Dark, Alienating, or Snarky
Millennial Pandering
Fluent in Internet-Speak/Slang
An Appropriate Place For Content That Can't Find A
Home Anywhere Else

Thank you for being a valued partner in the Disney Store Affiliate Marketing Program. By following these brand safety guidelines, you contribute to the success and reputation of our brand.

For additional support or clarification, please contact the CJ team.