



CODE OF

STANDARDS

BLUEPRINT FOR INFLUENCERS
GUIDE. GOVERN. GROW.
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Objective

The Indian Influencer Governing Council (IIGC) Code of Standards establishes a guided framework for influencers, ensuring that their content is legal, honest, transparent, and respectful of societal values.

It aims to protect consumer interests, uphold responsible content creation, and promote fairness in influencer marketing while preventing misleading or harmful messaging.

Additionally, the Code of Standards clearly outlines the dos of influencer marketing, benefiting influencers, brands, and consumers alike.

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Section 1 | Measurement & Metrics

1.1. Purpose

When measuring the success of your content, Key Performance Indicators (KPIs) are essential to gauge its impact and effectiveness. Below are some of the key KPIs to consider when evaluating the performance.

1.2. Reach & Impressions

- **Definition:** The total number of people who have seen the content or the number of times it has been viewed.
- **Why It's Important:** This helps measure the potential audience size and the overall reach of the content.
- **Example Metrics:**
 - Total reach (number of unique individuals who saw the post).
 - Total impressions (total views of the post, regardless of who viewed it).

1.3. Engagement Rate

- **Definition:** The percentage of the audience that interacts with the content through views, likes, comments, shares, or saves.
- **Why It's Important:** Engagement shows that the content is engaging and how actively users are participating in the conversation., or engaging with the content.
- **Example Metrics:**
 - Likes, shares, and comments.
 - Save/share ratio.
 - Average engagement rate per post (Engagement Rate = $[\text{Total Engagements} / \text{Total Reach}] * 100$).

Section 1 | Measurement & Metrics

1.4. Follower Growth

- **Definition:** The increase in the number of followers on the influencer's social media profile during a stipulated period.
- **Why It's Important:** A significant increase in followers can indicate that the influencer's audience is intrigued by the brand or campaign.
- **Example Metrics:**
 - Number of new followers gained during a certain period of time.
 - Growth percentage in followers for a certain period of time.

1.5. Conversions & Sales

- **Definition:** The direct actions taken by the audience that result in purchasing a product, signing up for a service, or completing a desired action.
- **Why It's Important:** This KPI helps brands assess the ROI of the branded content by directly linking influencer marketing efforts to sales or conversions.
- **Example Metrics:**
 - Number of sales generated through influencer links (tracking via affiliate links, promo codes, or specific URLs).
 - Conversion rate (the percentage of viewers who take the desired action).

Section 1 | Measurement & Metrics

1.6. Brand Sentiment

- **Definition:** In case of Paid Partnership with a brand, the tone or emotional response associated with the brand's mentions, comments, or feedback during and after the influencer campaign.
- **Why It's Important:** It helps assess the quality of engagement and whether the campaign has a positive or negative impact on the brand's perception.
- **Example Metrics:**
 - Positive, neutral, and negative sentiment in comments and mentions.
 - Qualitative analysis of feedback (e.g., reviews, direct messages, mentions).
 - Social listening and sentiment analysis tools.

1.7. Content Performance

- **Definition:** The level of engagement and interaction with the specific content created by the influencer.
- **Why It's Important:** This measures how well the influencer's content drives interaction and interest in the brand.
- **Example Metrics:**
 - Click-through rates (CTR) on influencer posts linking to the brand.
 - Time spent engaging with content (e.g., video watch time, story views or sticker taps).
 - Number of comments or questions raised about the product.

Section 1 | Measurement & Metrics

1.8. Website Traffic & Referral Traffic

- **Definition:** The number of visitors to the brand's website or landing page, driven by the influencer's content.
- **Why It's Important:** It provides insight into how effective the influencer is at driving traffic to the brand's digital assets and converting interest into visits.
- **Example Metrics:**
 - Visits to specific campaign landing pages or URLs shared by the influencer.
 - Bounce rate, time on page, and page views per visit.
 - Source tracking (e.g., Google Analytics can show traffic from influencer links).

1.9. Brand Awareness & Recognition

- **Definition:** The increase in consumer recognition and awareness of the brand due to the influencer campaign.
- **Why It's Important:** This measures how well the campaign has succeeded in raising brand awareness and introducing the brand to new potential customers.
- **Example Metrics:**
 - Survey or focus group results showing increased awareness.
 - Increase in brand searches or social mentions post-campaign.
 - Media coverage and brand mentions in influencer content.

Section 1 | Measurement & Metrics

1.10. Influencer-Brand Fit

- **Definition:** The level of alignment between the influencer's audience, persona, and the brand's values, products, and messaging.
- **Why It's Important:** Influencer partnerships are most successful when there is a natural fit, as it leads to more authentic content and stronger engagement.
- **Example Metrics:**
 - Audience demographics of the influencer matching the brand's target audience.
 - Engagement quality (e.g., relevance of comments or discussions).

1.11. Campaign Specific KPIS

- **Definition:** Unique metrics based on the specific goals of the campaign (e.g., promoting a new product, increasing event attendance, etc.).
- **Why It's Important:** Custom KPIs that tie directly to the campaign's specific objectives will provide the most accurate measure of success.
- **Example Metrics:**
 - Number of product trials or samples requested.
 - Increase in event registration or participation.
 - New customer sign-ups for newsletters, apps, or services.

Section 1 | Measurement & Metrics

1.12. Prohibitions in Measurement

Manipulation of Engagement Metrics

- **No Fake Followers or Engagement Farming:** Buying fake followers, likes, or comments to inflate reach is strictly prohibited.
- **No Artificially Boosting Metrics:** Using bots, engagement pods, or automated tools to falsely increase views, shares, or saves is unethical.
- **No Misrepresentation of Influencer Reach:** Influencers must not claim inflated audience numbers or mislead brands about their influence.
- **No False Promises of ROI:** Influencers should not guarantee specific sales, conversion rates, or traffic numbers unless backed by proven historical data.

Lack of Transparency in Brand Collaborations

- **No Hiding Sponsorship Performance:** Influencers must share honest campaign analytics with brand partners, without modifying or omitting key insights.
- **No Selective Data Reporting:** Performance reports should include both successes and shortcomings, rather than only highlighting favorable statistics.
- **No Misuse of Affiliate or Referral Links:** Conversion rates and commissions must be accurately reported, without misleading affiliates or audiences.

Section 1 | Measurement & Metrics

1.13. Guidelines for Ethical Measurement & Reporting

To ensure ethical reporting of performance metrics, influencers should:

- **Use Platform-Verified Metrics:** Only use analytics provided by social media platforms or trusted third-party tools to measure engagement.
- **Clearly Differentiate Organic vs. Paid Engagement:** Brands must be informed when engagement results are influenced by ad spend or promotions.
- **Provide Transparent Campaign Reports:** Share authentic, unmodified insights when working with brands.
- **Disclose the Use of Paid Promotions:** If a post is boosted with paid advertising, it must be disclosed to the audience and brands.
- **Avoid Over-Reliance on Vanity Metrics:** Metrics such as likes, views, or impressions must be contextualized with deeper engagement insights, such as click-through rates, conversions, or audience sentiment.

Section 1 | Measurement & Metrics

1.14. Accountability & Consequences

- **Audits & Verification Checks:** Brands and agencies may conduct independent audits of influencer metrics for authenticity.
- **Demonetization & Content Restrictions:** Platforms may restrict accounts engaging in metric manipulation or fraud.
- **Loss of Brand Partnerships:** Misleading brands about engagement metrics or campaign performance may result in permanent blacklisting.
- **Legal Consequences for Fraudulent Data:** Inflating marketing metrics for financial gain may lead to regulatory actions under advertising and fraud laws.

1.15. Commitment to Ethical Influence Measurement

Influencers should promote accuracy, transparency, and ethical data reporting to maintain credibility with audiences, brands, and regulatory bodies. Authentic engagement—not artificially boosted numbers—is the foundation of trustworthy influencer marketing.

Section 2 | Paid Partnership Disclosure

2.1. Importance of Disclosure

Transparency in the world of influencer marketing is crucial for building trust with audiences and ensuring compliance with advertising regulations. Any type of material partnership between an influencer and a brand must be clearly disclosed.

Types of partnerships may include financial agreements or product-based collaborations.

2.2. Situations Requiring Disclosure

Disclosures must be made whenever there is a material connection between an influencer and a brand, including but not limited to:

- Monetary payments for endorsements or promotions.
- Receipt of free products, services, or experiences.
- Affiliate marketing commissions or any other revenue-sharing models.
- Long-term brand ambassadorships or sponsorships.
- Any familial, employment, or business ties to the brand.

Section 2 | Paid Partnership Disclosure

2.3. Communicating Disclosure Clearly

When disclosing, an influencer must always keep the below things in mind

- **Clear & Unambiguous:** Consumers should recognize content as advertising without needing to search for disclosures.
- **Prominent & Accessible:** Disclosures should be placed in a post, caption, video, or article.
- **Consistent with Platform Guidelines:** Platform-specific disclosure tools (e.g., “Paid Partnership” tags on Instagram) should be used but must be supplemented with a direct disclosure within the post.

2.4. Standards for Disclosure

To ensure clarity, influencers must use:

- Primary Labels (Mandatory):
 - #Ad
 - #Sponsored
 - #PaidPartnership
 - #Advertisement
- Supplementary Labels (If Applicable):
 - #GiftedProduct (for unsolicited gifts)
 - #BrandAmbassador (for long-term partnerships)
 - #Affiliate (for commission-based promotions)

Simply tagging the brand is not sufficient and should be avoided.

Section 2 | Paid Partnership Disclosure

2.5. Content types require disclosure

- **Static Posts (Instagram, Facebook, Pinterest, LinkedIn):** Disclose within the caption, before the “See More” cut-off.
- **Stories (Instagram, Snapchat, Facebook, TikTok):** Use on-screen disclosure in the story, and in each independent frame if multiple stories are posted.
- **Videos (YouTube, TikTok, Reels, Shorts):** Include both verbal and on-screen disclosure within the video and in the description.

2.6. Influencer Responsibility

As a content creator or influencer, you are accountable for ensuring disclosure compliance. Influencers must include clear labels in their content before going live with campaigns.

Section 3 | Admiration Disclosure

3.1. Importance of Admiration disclosure

Transparency is just as important in unpaid promotions as it is in paid collaborations. When influencers genuinely like a product and choose to promote it without direct compensation, it is essential to distinguish this from paid endorsements to maintain audience trust.

Unpaid promotions can include organic mentions, personal recommendations, or voluntary support of a brand. To ensure authenticity, influencers should disclose their relationship with the brand even when there is no direct monetary or material compensation.

The Indian Influencer Governing Council encourages influencers to use **#Admiration** for content that genuinely reflects their support for brands, products, or services, based purely on personal preference and appreciation.

3.2. Situations requiring Admiration disclosure

Disclosure must be made whenever an influencer shares content about a brand they admire, even when there is no direct compensation. This includes, but is not limited to:

- Sharing a product or service they personally purchased and genuinely like.
- Promoting a brand without receiving money, gifts, or barter deals.
- Tagging a brand in posts without any prior agreement.
- Expressing admiration for a brand or product they frequently use.
- Any history of prior partnerships, even if the current promotion is unpaid.

Section 3 | Admiration Disclosure

3.3. Communicating Admiration disclosure clearly

When making Admiration disclosure, influencers should adhere to the following best practices:

- **Clear & Unambiguous:** The audience should clearly understand that the influencer is promoting a product based on personal preference and genuine admiration, rather than any form of obligation.
- **Prominent & Accessible:** Disclosure should be prominently placed and easily accessible within the post, caption, video, or article to ensure clarity for the audience.
- **Consistent with Platform Guidelines:** Influencers should use a consistent and clearly identifiable label to distinguish organic endorsements from paid promotions, ensuring transparency with their audience

3.4. Standards for Admiration disclosure

To ensure clarity, influencers must use the following label:

#Admiration (For products or brands an influencer genuinely supports, the endorsement should be authentic and reflect personal belief)

Section 3 | Admiration Disclosure

3.5. When to use #Admiration

Personal Favorites: When an influencer shares a product, service, or brand that they genuinely value and consistently use in their daily routine.

- **Unsolicited Mentions:** When an influencer independently promotes a brand without any formal agreement, financial incentive, or expectation of compensation.

- **Authentic Support:** When an influencer seeks to emphasize a brand's quality, mission, or values due to their personal admiration and alignment with those principles.

- **Community Trust:** When an influencer strives to maintain transparency, ensuring their audience clearly understands that the post is not a paid advertisement.

Section 4 | AI Influencers

4.1 Purpose

The rise of AI-generated influencers introduces new ethical and transparency concerns. AI influencers, whether fully virtual or hybrid (partially AI-enhanced), must adhere to the same standards as human influencers while ensuring clear disclosure of their non-human nature.

4.2 Key ethical concerns with AI Influencers

The following issues must be addressed when using AI-generated influencers:

- **Transparency & Disclosure:** Audiences must be informed when they are engaging with AI-generated personas.
- **Misinformation & Deception:** AI influencers should not be used to mislead audiences by simulating real human experiences or emotions.
- **Bias & Representation:** AI influencers must be designed in a way that avoids reinforcing harmful stereotypes or underrepresentation of diverse communities.
- **Data Privacy & Ethics:** AI-generated influencers must not promote unethical data collection, surveillance, or deepfake technology for deceptive purposes.
- **Authenticity in Advertising:** AI influencers should not falsely imply personal use or experience with products they promote.

Section 4 | AI Influencers

4.3 Guidelines for AI Influencer usage

To ensure ethical and responsible AI influencer engagement, the following best practices must be followed:

- **Clear Identification as AI:** Every AI influencer must include a visible disclaimer (e.g., “This is a virtual AI influencer”) in their profile and content.
- **No Misrepresentation:** AI influencers should not claim or imply human experiences, emotions, or opinions.
- **Ethical Endorsements:** AI influencers must comply with advertising and disclosure laws, ensuring that promotions are transparent and accurate.
- **Avoid Harmful or Manipulative AI Use:** AI-generated content should not be used to spread deepfakes, manipulated media, or misleading narratives.
- **Respect Cultural & Social Sensitivities:** AI influencers should be designed and managed with ethical considerations for representation and inclusivity.

Section 4 | AI Influencers

4.4 AI Influencers must not resemble real people without consent

AI influencers must not be designed to closely resemble any real person, influencer, celebrity, or public figure without explicit legal permission.

- AI models should not mimic the likeness, voice, or persona of any real individual, dead or alive, unless properly licensed and disclosed.
- The use of deepfake technology to create AI-generated influencers resembling real individuals is strictly prohibited.
- **No AI-Human Relationship Manipulation:** AI influencers should not be presented in a way that deceives users into forming emotional, financial, or personal attachments under false pretenses.
- **AI Content Must Not Be Used for Political or Social Manipulation:** AI influencers should not spread political agendas, propaganda, or deceptive social narratives that could mislead the public.
- **Limitations on Targeting Minors:** AI influencers should not be designed to specifically engage with children in ways that blur reality and virtual personas, leading to potential manipulation or data privacy concerns.

Section 4 | AI Influencers

4.5 Accountability & Consequences

- **Mandatory Disclosure Enforcement:** Platforms and brands working with AI influencers must ensure proper disclosure.
- **Content Monitoring & Compliance Checks:** AI influencer content will be subject to the same review processes as human influencers.
- **Restrictions on Misinformation:** AI influencers spreading deceptive content may be subject to content takedown and bans.
- **Legal & Regulatory Compliance:** AI influencer usage must align with national and international guidelines on advertising, AI ethics, and data protection.

4.6 Commitment to ethical AI influence

AI influencers should be used to enhance storytelling and engagement, not to deceive or manipulate audiences. Transparency, fairness, and responsible usage of AI-generated personas are critical in maintaining trust and ethical standards in digital marketing.

Section 5 | Maintaining Effective Relationships with Brands

5.1. Transparency & Communication

- **Clear Expectations:** Before beginning any collaboration, ensure both parties (you and the brand) have clear expectations on deliverables, compensation, timelines, and content style. This will help avoid confusion or misunderstandings.
- **Honest Communication:** Keep an open line of communication with the brand. If you encounter any issues, delays, or challenges in executing a campaign, inform the brand promptly so you can work together to resolve them.
- **Regular Updates:** Provide the brand with updates on the progress of the campaign, including performance metrics, content ideas, and any modifications made during the collaboration.

5.2. Delivering High-Quality Content

- **Consistency with Brand Values:** Ensure that your content aligns with the brand's voice, values, and target audience. Understand the brand's goals and represent them authentically.
- **Professionalism:** Maintain a professional approach in content creation, delivery, and execution. Whether it's photography, video, or written content, prioritize quality and attention to detail.
- **Adherence to Briefs:** Follow the brand's campaign brief to the best of your ability. If you have creative freedom, ensure that the final content is still in line with the brand's guidelines and goals.

Section 5 | Maintaining Effective Relationships with Brands

5.3. Honoring Agreements & Deadlines

- **Timely Deliverables:** Stick to the agreed-upon deadlines for content creation and publishing. Meeting deadlines shows professionalism and reliability.
- **Respecting Contract Terms:** Always adhere to the contractual terms (if applicable) regarding compensation, intellectual property rights, exclusivity, and other key agreements made with the brand.

5.4. Transparency around Sponsored Content

- **Clear Disclosure:** Always disclose sponsored content clearly in accordance with legal guidelines and platform requirements. Using hashtags like #ad or #sponsored is necessary to ensure that your audience understands the nature of the content.
- **Maintain Trust with Your Audience:** Transparency in sponsorships and brand partnerships ensures you maintain the trust of your followers and helps prevent accusations of misleading marketing.

5.5. Feedback & Insights

- **Constructive Feedback:** If something in the collaboration isn't working or could be improved, provide constructive feedback to the brand. Brands value influencers who give honest, actionable feedback.
- **Campaign Performance:** Share performance metrics and analytics with the brand, including engagement rates, reach, and audience feedback. This helps brands assess the effectiveness of the campaign and strengthens your relationship as a trusted partner.

Section 5 | Maintaining Effective Relationships with Brands

5.6. Approachability & Collaboration

- **Stay Open to Future Opportunities:** Even if a campaign doesn't go as expected, express your interest in future opportunities. Being approachable and willing to work with the brand again keeps the door open for long-term partnerships.
- **Flexibility:** Be open to experimenting with new types of content, platforms, or promotional ideas, as long as they align with your audience and personal brand.

5.7. Professionalism

- **Professional Conduct:** Whether you're interacting with the brand's marketing team, creative department, or other influencers, always maintain professionalism in your communications and work ethic.
- **Brand Representation:** Understand that you are a representative of the brand while working together. Conduct yourself in a way that reflects positively on both your personal brand and the brand you're collaborating with.

5.8. Brand Identity Protection

- **Maintain Authenticity:** While it's important to align with the brand's values, it's equally important to ensure the content feels authentic to you and your audience. Don't endorse products or services you don't genuinely like or believe in.
- **Be Selective with Partnerships:** Partner with brands that reflect your personal values and resonate with your audience. This will lead to more authentic and long-term collaborations.

Section 5 | Maintaining Effective Relationships with Brands

5.9. Long-Term Relationships

- **Stay Engaged Post-Campaign:** Even after a campaign has concluded, stay in touch with the brand. Thank them for the collaboration, express interest in future opportunities, and offer any feedback that might improve future campaigns.
- **Show Appreciation:** A simple gesture of appreciation goes a long way. A thank-you note or public recognition of a successful collaboration can strengthen your professional rapport.

5.10. Ethical Standards

- **Avoid Conflicts of Interest:** If you're working with multiple brands, be mindful of conflicts of interest. Don't endorse competing brands simultaneously, unless specified otherwise in your agreements.
- **Respect Brand Guidelines:** Brands may have specific rules regarding how their products are portrayed or marketed. Follow these guidelines carefully to avoid misrepresentation or damaging their image.

5.11. Transparency in Payments & Terms

- **Clear Payment Terms:** Before beginning any collaboration, agree on the payment structure (flat fee, commission, or performance-based) and the timing of payments. Avoid ambiguity around compensation.
- **Invoicing and Receipts:** Ensure you keep track of your transactions and provide timely invoices to the brand. This helps maintain professionalism and clarity around the financial aspects of the collaboration.

Section 5 | Maintaining Effective Relationships with Brands

5.12. Negative Feedback

- **Be Prepared for Criticism:** Sometimes, campaigns may receive negative feedback. Handle this professionally and don't let it affect your relationship with the brand. Address any concerns constructively and work with the brand to find solutions.
- **Respectful Disagreement:** If there are aspects of the campaign or product that don't align with your values, communicate your concerns tactfully and professionally, proposing possible alternatives.

Section 6 | Defluence

6.1. Purpose

Defluence, or the act of an influencer publicly criticizing or speaking negatively about a brand, product, or service, can have significant consequences on consumer trust, brand reputation, and the influencer marketing ecosystem. While influencers have the right to express honest opinions, their criticism should be responsible, factual, and free from misinformation or personal bias.

6.2. Responsible Negative Reviews & Brand Criticism

Influencers must adhere to the following principles when expressing negative opinions about brands

- **Honesty & Accuracy:** Any negative feedback must be based on personal experience, facts or credible sources. False or exaggerated claims misleading consumers or unfairly damaging a brand's reputation are strictly prohibited.
- **Constructive Criticism:** Criticism should be aimed at helping brands improve rather than purely damaging their image. Influencers should provide specific and reasonable feedback rather than making vague or sensational claims.
- **Avoiding Defamation & Personal Attacks:** Criticism should focus on the brand, product, or service rather than attacking individuals associated with the company.
- **Disclosure of Conflicts of Interest:** If an influencer has a past dispute with a brand, a history of working with competitors, or is paid to critique a brand (e.g., by a rival), they must disclose this transparently.
- **No Malicious Intent:** Influencers should not use negative reviews as a tactic for personal gain, revenge, or to manipulate consumer perception unfairly.

Section 6 | Defluence

6.3. Prohibited Defluence Practices

The following actions are considered unethical and strictly prohibited:

- **False or Misleading Negative Claims:** Spreading misinformation, exaggerations, or unverified rumors about a brand.
- **Paid Negative Reviews (Smear Campaigns):** Receiving compensation from a competitor or third party to intentionally harm a brand's reputation.
- **Clickbait & Sensationalism:** Using misleading headlines or exaggerated claims to generate controversy and engagement.
- **Inciting Public Backlash:** Encouraging followers to engage in mass reporting, boycotts, or harassment against a brand without valid justification.
- **Selective Editing or Context Removal:** Manipulating content, testimonials, or reviews to present a misleading negative portrayal.
- **Targeted Hate or Harassment:** Creating content that promotes hostility, discrimination, or personal attacks toward brand representatives or employees.

Section 6 | Defluence

6.4. Guidelines for Ethical Defluence

When sharing negative opinions or concerns about a brand, influencers should:

- **Provide Verifiable Evidence:** Support claims with data, personal experiences, or credible third-party sources.
- **Engage with the Brand First (if possible):** Before publicly criticizing a brand, attempt to communicate with them privately to resolve issues.
- **Use Neutral & Professional Language:** Avoid inflammatory language, profanity, or statements that encourage hostility.
- **Allow Brands to Respond:** Provide brands with the opportunity to clarify, address concerns, or offer solutions before escalating criticism.
- **Disclose Negative Reviews Clearly:** If content is critical, influencers should explicitly state whether they were compensated for their opinion or if they have a history with the brand.

Section 6 | Defluence

6.5. Accountability & Consequences

To uphold ethical standards, influencers who engage in unethical defluence may face the following consequences:

- **Review & Investigation:** Reports of unethical defluence will be reviewed by the Indian Influencer Governing Council (IIGC).
- **Content Modification or Removal:** If a review is found to be misleading or defamatory, influencers may be required to correct or remove the content.
- **Demonetization & Brand Blacklisting:** Influencers engaging in unethical smear campaigns may lose monetization privileges and brand partnerships.
- **Platform Penalties & Legal Actions:** Defamatory or false claims may lead to legal consequences, including lawsuits or content bans on social media platforms.

6.6. Commitment to Ethical Brand Discourse

Influencers hold significant power in shaping public perception. It is their responsibility to ensure that their critiques of brands, products, and services are ethical, balanced, and transparent. Honest feedback is encouraged, but it must be presented with integrity, fairness, and respect for consumer trust.

Section 7 | Payment Compliance

7.1. Purpose

Ensuring timely and fair payment is a critical aspect of influencer marketing. Influencers often face delayed payments, miscommunications regarding compensation, or lack of proper agreements, leading to financial uncertainty.

7.2. Standard Payment Process

To safeguard their financial interests, influencers must adhere to the following process:

No Content Creation Without Written Confirmation

- **Signed Agreement Required:** Before starting work, influencers must receive a written contract or confirmation email outlining deliverables, payment terms, and deadlines.
- **Clear Scope of Work (SOW):** Ensure the agreement specifies the number of posts, platforms, formats (video, story, static post), and expected timeline.
- **Payment Terms Documentation:** The contract must state the agreed fee, mode of payment (bank transfer, PayPal, UPI, etc.), and due dates.
- **Cancellation & Postponement Clause:** Outline what happens if a campaign is canceled or rescheduled after work has begun.

Section 7 | Payment Compliance

Invoicing & Payment Requests

- **Invoice Submission:** Influencers must issue a formal invoice upon completing deliverables, clearly detailing:
 - Campaign name
 - Deliverables completed
 - Agreed fee
 - Payment due date
 - Payment method details
- **Tax Compliance:** Include GST, TDS deductions (if applicable), or any other tax requirements based on regional laws.
- **Ensure Correct Business Details:** Double-check the brand/agency's billing details to prevent processing delays.

7.3. Proof of Work Submission

- **Activity Report:** Provide proof that all content was delivered as per the agreement, including:
 - Screenshots of posts, stories, engagement metrics
 - Links to live content
 - Insights and analytics reports if requested by the brand
- **Proper Documentation:** Ensure that all proof of work is time-stamped and saved in case of future disputes.

Section 7 | Payment Compliance

7.4. Payment Follow-Up Timeline

First Reminder: If payment is not received by the due date, send a polite reminder within 3-5 days.

- **Escalation Process:** If no response is received within 10 business days, escalate the issue to the brand's finance or legal team.
- **Final Warning Before Public Disclosure:** If payment remains unpaid after 30 days, influencers may:
 - Issue a formal legal notice (if applicable).
 - Report the brand to industry bodies such as IIGC (Indian Influencer Governing Council).
 - Publicly disclose the payment delay only if ethical and legal (avoid defamation).

7.5. Prohibited Payment Practices

The following unethical payment practices are strictly prohibited for both influencers and brands:

For Brands & Agencies

- **Delayed or Non-Payment:** Failure to pay influencers within the agreed-upon time frame.
- **Changing Payment Terms Post-Campaign:** Adjusting fees or delaying payments after content has been posted.
- **Ghosting Influencers After Campaigns:** Brands disappearing after campaign completion without clearing dues.

Section 7 | Payment Compliance

For Influencers

- **Accepting Work Without Payment Confirmation:** Proceeding with content creation without a signed agreement or email confirmation.
- **Submitting False or Incomplete Work:** Claiming payment for work not done or submitting misleading performance reports.
- **Bypassing Agreed Payment Channels:** Requesting additional payments outside the agreed-upon terms without discussion.

7.6. Legal & Industry Protection Measures

Influencers should take proactive steps to legally protect themselves from payment issues:

- **Contractual Agreements:** Always insist on a legally binding agreement, even for small projects.
- **Legal Consultation:** If facing chronic payment delays, influencers should consult legal experts for contract enforcement.
- **Industry Associations:** Report non-payment cases to industry bodies like IIGC or other influencer marketing councils for arbitration.
- **Blacklist Non-Paying Brands:** Maintain an internal list of companies/agencies with a history of non-payment and avoid working with them in the future.

Section 7 | Payment Compliance

7.6. Accountability & Consequences

If brands repeatedly fail to pay influencers within the agreed timeline:

- **Warning & Compliance Checks:** The IIGC will issue warnings to brands with repeated payment complaints.
- **Industry Blacklisting:** Brands that engage in chronic non-payment may be blacklisted from influencer collaborations.
- **Legal Recourse for Influencers:** Influencers may pursue legal action for unpaid dues, including sending formal legal notices.

7.7. Commitment to Ethical Payment Practices

Timely payment is not a favor but an obligation in influencer marketing. Both influencers and brands must maintain professional, transparent, and fair financial practices to foster a sustainable ecosystem.

Section 8 | Anti-Discrimination

8.1. Purpose

Discrimination in any form, whether direct or indirect, is strictly prohibited in influencer marketing. Content should be inclusive and respectful of all individuals, regardless of race, ethnicity, gender, age, disability, religion, sexual orientation, socioeconomic status, or any other protected characteristic. Influencers have a responsibility to promote diversity and inclusion in their content.

8.2. Understanding Discriminatory Content

Discriminatory content includes, but is not limited to:

- **Explicit Discrimination:** Content that directly marginalizes, mocks, or excludes a group based on race, gender, disability, or other identity factors.
- **Implicit Bias:** Stereotypical representations or reinforcing prejudices, even unintentionally.
- **Hate Speech & Harassment:** Any language or imagery that incites violence, hate, or exclusion against a particular group.
- **Tokenism & Cultural Appropriation:** Using diversity as a marketing tool without genuine representation or misappropriating cultural elements without understanding or respect.

Section 8 | Anti-Discrimination

8.3. Best practices for inclusive content

To ensure compliance with anti-discrimination policies, influencers should:

- **Use Respectful Language & Imagery:** Avoid stereotypes and ensure that content respects the dignity of all groups.
- **Be Mindful of Representation:** Collaborate with diverse individuals and communities, ensuring accurate and respectful portrayals.
- **Avoid Exploitative Narratives:** Do not use social issues purely for engagement without meaningful advocacy or action.
- **Understand Cultural Sensitivities:** Research cultural symbols, attire, and traditions before incorporating them into content.
- **Promote Accessibility:** Ensure content is accessible to people with disabilities, including captions for videos and alt text for images.

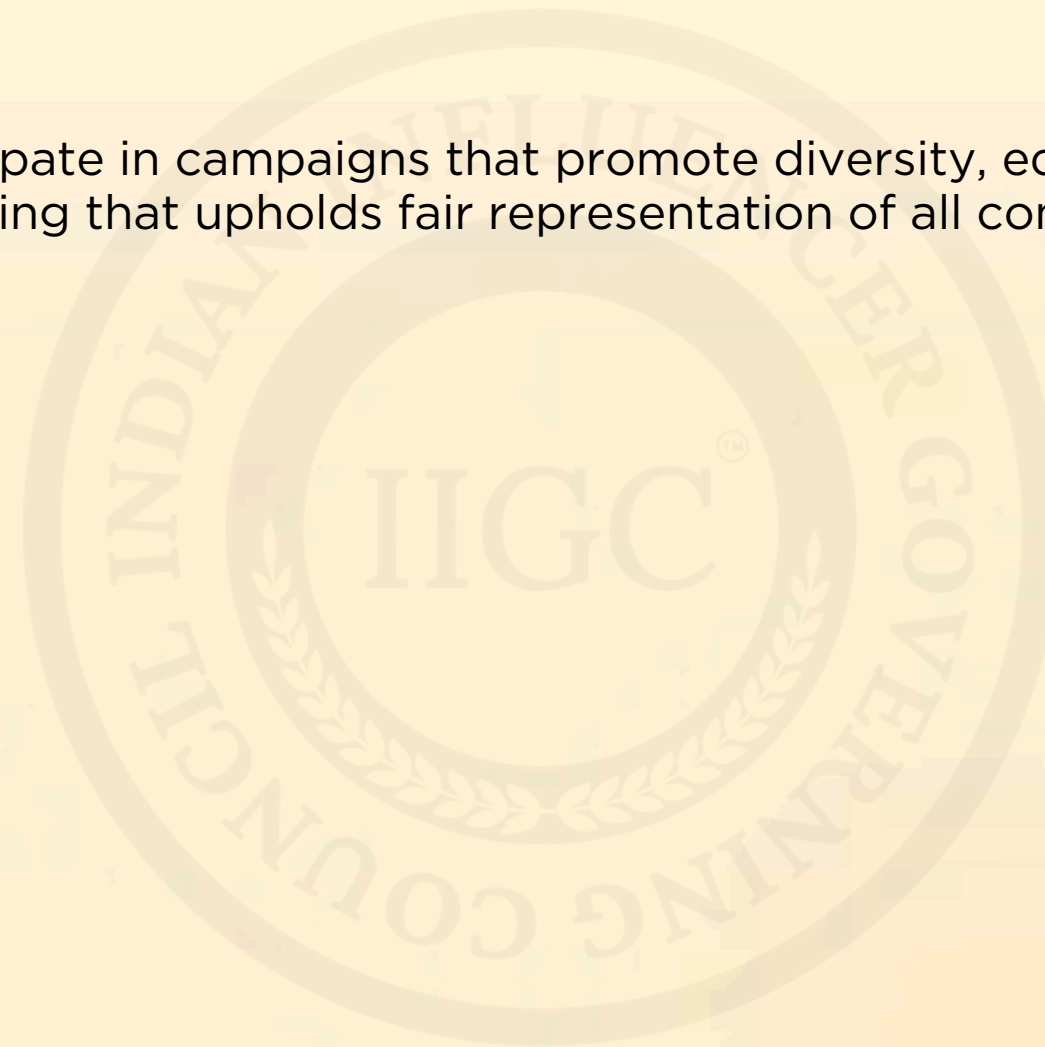
8.4. Accountability & Consequences

- **Reporting & Complaints:** Influencers found violating anti-discrimination policies may be reported through official channels for review.
- **Warnings & Corrective Action:** First-time offenses may result in warnings and required education on inclusive content creation.
- **Content Removal & Bans:** Repeated violations may lead to content takedowns, demonetization, or permanent bans from platforms and influencer networks.

Section 8 | Anti-Discrimination

8.5. Commitment to Diversity & Inclusion

Influencers are encouraged to actively participate in campaigns that promote diversity, equity, and inclusion. Partnerships with brands should align with ethical advertising that upholds fair representation of all communities.



Section 9 | Exploitative Content

9.1. Purpose

Influencers must ensure that their content does not exploit, degrade, or demean individuals or groups based on their race, gender, socioeconomic status, physical appearance, or any other identity factor. Ethical content creation respects human dignity and avoids sensationalism, objectification, or manipulative storytelling.

9.2. Understanding Exploitative Or Degrading Content

The following are considered exploitative or degrading and should be strictly avoided:

- **Objectification & Sexualization:** Portraying individuals in a way that reduces them to mere physical traits or sexual appeal.
- **Humiliation-Based Content:** Content that mocks, embarrasses, or belittles individuals, particularly vulnerable populations.
- **Sensationalism & Manipulation:** Over-dramatizing real-life issues for engagement without concern for ethical implications.
- **Child & Vulnerable Group Exploitation:** Using children, elderly individuals, or marginalized communities in ways that take advantage of their situation for views or profits.
- **Forced Emotional Narratives:** Creating misleading or exaggerated stories that exploit emotions for financial or promotional gains.

Section 9 | Exploitative Content

9.3. Guidelines for ethical content creation

Influencers should follow these best practices to ensure their content remains ethical and respectful:

- **Respect Human Dignity:** Avoid content that dehumanizes or ridicules individuals or communities.
- **Obtain Proper Consent:** When featuring people in content, ensure they have provided informed and voluntary consent, particularly in sensitive situations.
- **Avoid Trauma Exploitation:** Do not profit from content that capitalizes on personal tragedies, accidents, or sensitive social issues without ethical storytelling.
- **Be Cautious with Pranks & Challenges:** Avoid prank videos or challenges that humiliate, harm, or put individuals in unsafe situations.
- **Steer Clear of Predatory Marketing:** Do not promote unrealistic beauty standards, exploit insecurities, or create fear-based advertising.

Section 9 | Exploitative Content

9.4. Accountability & Consequences

- **Reporting & Investigation:** Any reports of exploitative content will be subject to review and assessment.
- **Corrective Measures:** Offending content may require removal, and influencers may need to issue public clarifications or apologies.
- **Demonetization & Platform Penalties:** Repeat violations may result in demonetization, content takedowns, and platform bans.
- **Legal Repercussions:** Exploitation of vulnerable groups, particularly children, may lead to legal actions under child protection and consumer laws.

9.5. Commitment to responsible influence

Influencers are expected to use their platform to empower, educate, and promote ethical storytelling. Content should align with values of fairness, respect, and positive social impact.

Section 10 | Violence & Harm

10.1. Purpose

Content that promotes, glorifies, or incites violence is strictly prohibited. Influencers have a responsibility to ensure their content does not contribute to physical harm, psychological distress, or encourage violent behavior. The portrayal of violence must be handled responsibly, ensuring it does not normalize aggression or trauma.

10.2. Understanding Violent Content

The following types of content are classified as violent and should be avoided:

- **Glorification of Violence:** Encouraging, celebrating, or justifying physical or emotional harm.
- **Graphic Depictions:** Displaying violent, gory, or distressing images without educational or journalistic context.
- **Hate-Induced Violence:** Promoting or encouraging harm toward individuals or groups based on race, religion, gender, or other identity factors.
- **Encouraging Dangerous Activities:** Content that promotes or trivializes self-harm, bullying, domestic violence, or reckless behavior.
- **Animal Cruelty:** Content involving harm or mistreatment of animals, including promoting illegal activities like poaching or abuse.
- **Cyberbullying & Harassment:** Inciting online aggression, doxxing, or targeted harassment toward individuals or communities.

Section 10 | Violence & Harm

10.3. Guidelines for responsible content creation

To maintain ethical and responsible content, influencers should:

- **Avoid Trivializing Violence:** Do not depict or joke about real-life violence in a way that desensitizes audiences.
- **Use Trigger Warnings:** If discussing sensitive topics related to violence, provide clear warnings to audiences.
- **Promote Non-Violence & Conflict Resolution:** Encourage positive messaging and responsible behavior in all interactions.
- **Report & Prevent Online Harassment:** Take a stand against cyberbullying and ensure that content does not incite online abuse.
- **Fact-Check Before Sharing Sensitive News:** Avoid spreading misinformation about violent incidents that could escalate panic or unrest.

Section 10 | Violence & Harm

10.4. Accountability & Consequences

- **Content Review & Reporting:** Any content flagged for violent elements will be assessed for compliance with platform guidelines and laws.
- **Content Removal & Restrictions:** Influencers found violating these guidelines may have their content taken down or be restricted from certain features.
- **Platform Penalties:** Repeat violations may result in demonetization, shadow bans, or permanent removal from platforms.
- **Legal Actions:** Content that incites violence or harm may lead to law enforcement intervention and legal consequences.

10.5. Commitment to positive influence

Influencers should use their platforms to spread awareness about violence prevention, mental health, and ethical storytelling. Responsible content creation should prioritize the well-being of audiences and society at large.

Section 11 | Sexual Content & Nudity

11.1. Purpose

Content related to sex, sexuality, and nudity must be handled with responsibility and sensitivity. While discussions on these topics may be appropriate in educational, artistic, or health-related contexts, they should not be used in a way that is exploitative, inappropriate, or violates community standards.

11.2. Understanding Inappropriate content

The following types of content are considered inappropriate and should be avoided:

- **Sexually Explicit Content:** Any material that includes pornography, graphic depictions of sexual acts, or adult entertainment without proper content restrictions.
- **Objectification & Sexual Exploitation:** Content that reduces individuals to their physical appearance in a degrading or non-consensual manner.
- **Unsolicited Sexualization:** Posting content that sexualizes minors, non-consenting individuals, or misrepresents relationships for sensationalism.
- **Inappropriate Display of Nudity:** Content featuring nudity that is not within an artistic, cultural, or educational context.
- **Sexual Misrepresentation & Misinformation:** Promoting myths, unsafe practices, or spreading false information regarding sexual health.

Section 11 | Sexual Content & Nudity

11.3. Guidelines for ethical content creation

To ensure ethical and appropriate discussions on sex, sexuality, and nudity, influencers should:

- **Ensure Age-Appropriate Content:** Clearly label and restrict content that may not be suitable for minors.
- **Maintain Contextual Sensitivity:** Discussions about sexual health, relationships, and LGBTQ+ rights should be educational, inclusive, and respectful.
- **Avoid Sensationalism:** Do not use sexualized imagery purely for engagement, clicks, or monetization.
- **Comply with Platform & Legal Guidelines:** Adhere to the specific content policies of social media platforms and local regulations on adult content.
- **Respect Personal Boundaries:** Avoid sharing or encouraging the sharing of private, intimate, or non-consensual content.

Section 11 | Sexual Content & Nudity

11.4. Accountability & consequences

- **Content Moderation & Review:** Content flagged for inappropriate sexualization or nudity will be reviewed for compliance with policies.
- **Content Removal & Demonetization:** Violations may result in the removal of content, age-restriction enforcement, or loss of monetization privileges.
- **Platform Sanctions:** Repeated violations may lead to account suspension, shadow bans, or permanent removal.
- **Legal Consequences:** Non-consensual sharing of explicit content, child exploitation, or violation of obscenity laws can result in legal prosecution.

11.5. Commitment to ethical influence

Influencers should promote positive, respectful, and educational discussions around sexuality and body positivity. Content should be created in a way that fosters awareness while upholding ethical and legal standards.

Section 12 | Language & Tone

12.1. Purpose

The language and tone used in influencer content play a critical role in shaping public discourse. Content should be respectful, inclusive, and mindful of diverse audiences, ensuring that it does not incite hate, discrimination, or spread misinformation.

12.2. What constitutes inappropriate Language & Tone?

The following are examples of language and tone that are prohibited:

- **Hate Speech & Offensive Language:** Content that includes slurs, derogatory terms, or expressions that demean individuals or groups based on race, gender, religion, nationality, disability, or any other identity factor.
- **Profanity & Excessive Vulgarity:** Unnecessary use of crude language that is not contextually appropriate.
- **Aggressive or Harassing Tone:** Content that intimidates, bullies, or incites aggressive behavior toward individuals or communities.
- **Misinformation & Harmful Speech:** Spreading false claims, conspiracy theories, or content that manipulates public perception.
- **Glorification of Harmful Behavior:** Encouraging self-harm, violence, drug abuse, or any form of illegal activity through speech.

Section 12 | Language & Tone

12.3. Guidelines for responsible communication

To ensure respectful and responsible communication, influencers should:

- **Be Mindful of Audience Sensitivities:** Adapt language to be suitable for all viewers, avoiding harmful stereotypes or insensitive remarks.
- **Encourage Constructive Dialogue:** Promote discussions that are engaging, thoughtful, and respectful of diverse perspectives.
- **Avoid Clickbait & Manipulative Speech:** Do not use exaggerated or misleading language to gain attention or provoke unnecessary controversy.
- **Use Humor Responsibly:** Comedy and satire should not come at the expense of marginalized communities or individuals.
- **Fact-Check Before Speaking:** Ensure that any claims made, especially on sensitive topics, are accurate and verified.

Section 12 | Language & Tone

12.4. Accountability & Consequences

- **Content Monitoring & Reporting:** Any reports of offensive or harmful language will be reviewed for compliance with ethical standards.
- **Content Modification or Removal:** Influencers may be required to edit or remove content that violates these guidelines.
- **Demonetization & Penalties:** Continued use of inappropriate language may lead to demonetization, restrictions, or account suspension.
- **Legal Repercussions:** Hate speech, defamation, or spreading misinformation may result in legal consequences.

12.5. Commitment to positive influence

Influencers should use their platforms to foster positive conversations, encourage social awareness, and contribute to a respectful and inclusive digital environment.

Section 13 | Health & Safety

13.1. Purpose

Influencers have a responsibility to ensure that their content does not promote harmful behaviors, misinformation, or unsafe practices. Content should encourage well-being, responsible decision-making, and adherence to health and safety regulations.

13.2. What constitutes Harmful Health & Safety Content?

The following types of content are strictly prohibited:

- **Promotion of Dangerous Activities:** Encouraging or demonstrating reckless behavior, stunts, or challenges that could result in injury or harm.
- **Health Misinformation:** Spreading false or misleading claims about medical treatments, vaccines, mental health, or alternative remedies without scientific backing.
- **Unsafe Dietary & Fitness Practices:** Promoting extreme diets, unhealthy body standards, or exercise routines that could lead to physical harm.
- **Endorsement of Harmful Products:** Advertising substances or products that have been proven to cause harm (e.g., unregulated supplements, harmful beauty treatments, unsafe medical procedures).
- **Negligence in Crisis Situations:** Sharing content that disregards public health and safety guidelines, such as spreading misinformation during a health crisis or pandemic.

Section 13 | Health & Safety

13.3. Guidelines for responsible Health & Safety content

To ensure ethical and safe content, influencers should:

- **Consult Experts for Health-Related Claims:** Only share verified information from medical professionals or trusted health organizations.
- **Include Disclaimers When Necessary:** Clearly state when content is based on personal experience rather than scientific fact.
- **Encourage Safe Practices:** Promote healthy lifestyles and responsible decision-making rather than extreme or unsustainable behaviors.
- **Avoid Demonstrating Dangerous Acts:** Refrain from stunts or activities that could encourage risky behavior, particularly among young audiences.
- **Comply with Health Regulations:** Ensure that any sponsored health or wellness product adheres to regulatory standards before promotion.

Section 13 | Health & Safety

13.4. Accountability & Consequences

- **Content Review & Warnings:** Content flagged for spreading harmful health information or unsafe practices will be reviewed and may require modifications.
- **Demonetization & Content Removal:** Posts that promote dangerous behavior or misinformation may be taken down, and monetization privileges may be revoked.
- **Platform & Legal Consequences:** Repeated violations may lead to account restrictions, suspensions, or legal actions in cases of public endangerment.

13.5. Commitment to ethical influence

Influencers should use their platforms to educate, inspire, and support their audiences with responsible health and safety content. Promoting well-being and accurate information is crucial for building trust and credibility.

Section 14 | Alcohol & Gambling Restrictions

14.1 Purpose

The promotion of alcohol and gambling through influencer marketing is strictly prohibited under Indian law and ethical standards. Any content that encourages, endorses, or normalizes alcohol consumption or gambling is not allowed.

14.2. What is prohibited?

Alcohol Promotion

- **No Direct or Indirect Promotion:** Alcohol brands and products must not be advertised, endorsed, or promoted in any form.
- **No Direct or Indirect Promotion:** Alcohol brands and products must not be advertised, endorsed, or promoted in any form.
- **No Association with Lifestyle or Success:** Alcohol must not be linked with social status, confidence, success, or relaxation.
- **No Encouraging or Normalizing Drinking Habits:** Content must not encourage alcohol use as part of a regular lifestyle.
- **No Misleading Health Benefits:** Claims about alcohol having health benefits or medicinal properties are strictly prohibited under Indian law.
- **No Covert Advertising:** Alcohol promotions must include clear disclaimers (e.g., “Drink Responsibly”) and should not be disguised as organic content.

Section 14 | Alcohol & Gambling Restrictions

14.3. What is prohibited?

Gambling Promotion

- **No Direct or Indirect Promotion of Gambling:** All forms of online and offline gambling promotion are banned.
- **No Endorsement of Betting or Wagering Apps:** Influencers must not promote gambling websites, betting apps, fantasy sports, or poker platforms.
- **No False Promises of Wealth:** Gambling must not be portrayed as a way to make money or gain financial success.
- **No Exploiting Vulnerable Audiences:** Gambling promotions must not exploit individuals with gambling disorders or those in financial distress.
- **No Encouragement of Risk-Taking or Addiction:** Gambling content must not glorify financial risks, addiction, or compulsive gambling behavior.
- **No Depiction of Gambling as Entertainment:** Gambling must not be shown as a recreational, social, or cultural activity.

Section 14 | Alcohol & Gambling Restrictions

14.4. Guidelines for Ethical Content Creation

To ensure responsible promotion, influencers must:

- **Ensure Age-Restricted Access:** Platforms should enforce age-gating for alcohol and gambling-related content.
- **Use Responsible Messaging:** Encourage moderation, responsible consumption, and ethical gaming behavior.
- **Include Legal Disclosures:** Ads must comply with Indian laws requiring warnings and disclaimers (e.g., “Drink Responsibly” or “Gamble Responsibly”).
- **Avoid Using Influencers Popular Among Minors:** Content creators with a predominantly underage audience must not promote alcohol or gambling.

Section 14 | Alcohol & Gambling Restrictions

14.5. Accountability & Consequences

- **Content Review & Age-Appropriate Restrictions:** Any content that fails to meet responsible advertising guidelines may be flagged or restricted.
- **Demonetization & Takedowns:** Posts violating alcohol or gambling promotion rules may be demonetized or removed.
- **Platform & Legal Penalties:** Repeat violations may result in bans, account suspension, or legal action for promoting illegal services.
- **Strict Compliance with Advertising Laws:** Influencers must follow the advertising regulations of their respective states, including prohibitions on misleading or aggressive marketing.

14.6. Commitment to responsible influence

Influencers must ensure that their content aligns with public health and safety concerns. The promotion of alcohol and gambling must prioritize responsibility, transparency, and ethical engagement, preventing harm to audiences.

Section 15 | Product Promotion Authenticity

15.1 Purpose

Influencers have a responsibility to ensure that any product or service they promote is authentic, accurate, and not misleading. False claims, deceptive endorsements, and unverified promotions can mislead consumers and harm public trust.

15.2 What is required for authentication?

The following principles must be adhered to when promoting products or services:

Transparency & Honesty

- **No False Claims:** Influencers must not exaggerate, fabricate, or misrepresent a product's effectiveness, benefits, or capabilities.
- **Personal Experience is Required:** Influencers should only endorse products they have personally used or tested.
- **Scientific & Medical Claims Must be Verified:** Any claims about health, fitness, or wellness products must be backed by scientific research and regulatory approval.
- **Clear Disclosure of Sponsored Content:** Paid promotions must be disclosed using clear and recognized labels (e.g., #Ad, #Sponsored).
- **No Manipulated Reviews:** Influencers should not fabricate customer experiences, testimonials, or scripted positive feedback.

Section 15 | Product Promotion Authenticity

15.3. Verification of Products & Brands

- **Check Product Legitimacy:** Influencers must verify whether a product is legally sold, licensed, and meets safety regulations before endorsing it.
- **Avoid Endorsing Counterfeit or Unethical Products:** Products that violate intellectual property laws, exploitative labor practices, or are banned in certain regions should not be promoted.
- **Ensure Accuracy in Financial & Investment Advice:** Financial products, investment schemes, or crypto-related endorsements must be transparent about risks and should not promise guaranteed returns.
- **No Promotion of Unapproved Medical Treatments:** Influencers must not endorse unverified drugs, treatments, or alternative medicine without regulatory clearance.

Section 15 | Product Promotion Authenticity

15.4. Guidelines for ethical product promotion

To ensure that product promotions meet ethical standards, influencers should:

- **Use Clear Disclosures:** Always specify when a post is a paid promotion, gift, affiliate marketing, or sponsored content.
- **Test Products Before Endorsing:** Influencers should personally verify the claims of a product before recommending it.
- **Provide Balanced Opinions:** Highlight both the pros and cons of a product rather than misleading audiences into believing it is flawless.
- **Avoid Pressure Tactics:** Do not use language that manipulates audiences into urgent or impulsive purchases (“Only one left! Buy now before it’s gone forever!”).
- **Check Brand Reputation:** Ensure the company behind a product has a credible track record and does not engage in unethical business practices.

Section 15 | Product Promotion Authenticity

15.5. Accountability & Consequences

- **Content Review & Corrections:** Influencers may be required to amend or remove content if claims are found to be misleading.
- **Demonetization & Brand Dissociation:** Misleading product promotions may result in demonetization, loss of brand partnerships, and credibility damage.
- **Regulatory & Legal Penalties:** Promoting fraudulent, unsafe, or unapproved products may lead to legal consequences, fines, or lawsuits.
- **Permanent Bans for Repeated Violations:** Continued false advertising can result in permanent restrictions from platforms and governing bodies.

15.6. Commitment to ethical influence

Influencers must recognize their role in shaping consumer choices and public perception. Authenticity, honesty, and responsibility in product endorsements are crucial to maintaining credibility and consumer trust.

Section 16 | Child-Safe Content

16.1. Purpose

Children are a highly impressionable audience, and influencers must ensure that content targeted at or accessible to minors is safe, ethical, and developmentally appropriate. Content must not exploit children's vulnerability, promote harmful behaviors, or contain misleading advertisements.

16.2. What is Prohibited in Child-Oriented Content?

Inappropriate or Harmful Themes

- **Violence & Fear-Inducing Content:** No depictions of physical aggression, bullying, dangerous stunts, or content designed to frighten young viewers.
- **Sexualization of Children:** Any form of suggestive, exploitative, or age-inappropriate portrayals of children is strictly prohibited.
- **Use of Profanity & Inappropriate Language:** Content directed at children must avoid strong language, crude humor, or mature themes.
- **Glorification of Unhealthy Lifestyles:** No promotion of excessive junk food, extreme diets, or unsafe physical activities that could endanger children's health.
- **Encouraging Unsafe Behavior:** No challenges, stunts, or dares that encourage minors to imitate risky actions.

Section 16 | Child-Safe Content

Advertising & Consumer Protection for Children

- **No Manipulative Advertising:** Content must not use persuasive techniques (e.g., “buy now,” “hurry before it’s gone!”) to pressure children into making purchasing decisions.
- **No Promotion of Adult Products:** Alcohol, gambling, smoking, weight loss products, or any adult-targeted services must not be advertised in content that could reach children.
- **No Undisclosed Product Placement:** Any sponsorships, affiliate links, or brand promotions in child-directed content must be clearly disclosed in child-friendly language.
- **No Exploitation of Children’s Emotions:** Content must not emotionally manipulate children into liking, subscribing, or sharing.
- **No Encouraging Excessive Screen Time:** Content must not promote prolonged, unhealthy engagement with digital platforms.

Section 16 | Child-Safe Content

Use of Children in Content

- **Parental Consent & Child Welfare Protection:** If featuring minors, influencers must obtain documented parental/guardian consent and ensure the child's well-being.
- **No Pressuring Children to Perform:** Children must not be forced to act, speak, or behave unnaturally for the sake of engagement.
- **Avoid Monetizing Children's Private Lives:** Personal details (e.g., school, home, private activities) should not be shared to protect minors from online risks.
- **Adherence to Child Protection Laws:** Influencers must comply with national and international child safety regulations, such as COPPA (Children's Online Privacy Protection Act) and India's child rights laws.

Section 16 | Child-Safe Content

16.3. Guidelines for Responsible Child-Oriented Content

To ensure ethical and safe content for minors, influencers should:

- **Ensure Educational or Positive Messaging:** Content should encourage learning, creativity, kindness, and respect for others.
- **Provide Clear Age Labels:** Clearly mark content that is strictly not intended for children to prevent unintended exposure.
- **Use Child-Safe Language & Tone:** Avoid sarcasm, dark humor, or ambiguous phrasing that could be misinterpreted by young viewers.
- **Promote Digital Well-Being:** Encourage breaks, outdoor activities, and responsible digital engagement rather than excessive screen time.
- **Report Harmful Interactions:** Influencers must actively monitor and remove inappropriate comments or predatory behavior in child-targeted content.

Section 16 | Child-Safe Content

16.4. Accountability & Consequences

- **Content Review & Restriction:** Any child-directed content violating these guidelines will be reviewed, age-restricted, or removed.
- **Demonetization & Ad Restrictions:** Brands and platforms may demonetize content that improperly targets children.
- **Permanent Bans & Legal Actions:** Severe violations, such as exploitation or child endangerment, may result in permanent bans or legal consequences.
- **Parental & Regulatory Oversight:** Influencers must comply with additional platform restrictions and child safety regulations when producing content for young audiences.

16.5. Commitment to Ethical Child Content

Children must be protected from exploitation, manipulation, and exposure to harmful material. Influencers have a duty to create safe, positive, and responsible content that respects children's well-being and privacy.

Section 17 | Finance & Compliance

17.1 Purpose

Financial content carries significant responsibility, as influencers have the potential to shape financial decisions for their audiences. Misinformation, misleading claims, and irresponsible financial advice can result in severe consequences for viewers. Influencers must ensure that all finance-related content is accurate, ethical, legally compliant, and does not mislead consumers.

17.2. What is Prohibited in Financial Content?

Misleading or Irresponsible Financial Advice

- **No Unrealistic Investment Promises:** Influencers must not claim that a product, service, or investment will generate guaranteed profits or risk-free earnings.
- **No Promotion of Get-Rich-Quick Schemes:** Any content suggesting financial success with minimal effort, such as MLMs (Multi-Level Marketing), pyramid schemes, or “easy money” tricks, is strictly prohibited.
- **No Misinformation About Banking, Loans, or Credit:** Influencers must not mislead audiences about loan eligibility, credit benefits, or financial institution policies.
- **No Irresponsible Spending or Debt Encouragement:** Content must not glorify reckless spending, excessive debt, or financial irresponsibility.

Section 17 | Finance & Compliance

Investment & Cryptocurrency Promotions

- **Disclose Risks Clearly:** Any content promoting stocks, mutual funds, crypto, NFTs, or trading platforms must include disclaimers about market risks.
- **No Unlicensed Financial Advisory:** Influencers must not provide financial planning, investment recommendations, or tax advice unless they are certified financial professionals.
- **No Unverified or Unregulated Financial Products:** Influencers should only promote licensed, legal, and regulated financial services that comply with government and financial authorities.
- **Avoid Over-Simplifying Complex Financial Topics:** Finance-related content must be factual, responsible, and free from exaggerated claims.

Transparency in Brand Partnerships & Sponsorships

- **Full Disclosure of Paid Promotions:** Influencers must clearly state if they are being paid to promote a financial product, app, or service (e.g., #Ad, #Sponsored).
- **No False Endorsements:** Influencers must not claim personal use of a financial product or service if they have not actually used it.
- **Avoid Manipulative Referral Marketing:** Financial affiliate programs (e.g., stock trading apps, credit cards, crypto exchanges) must be clearly labeled, and influencers must not pressure followers into signing up.

Section 17 | Finance & Compliance

17.3. Guidelines for Ethical Financial Content

To ensure financial content is responsible and credible, influencers should:

- **Encourage Financial Literacy:** Educate audiences about financial risks, savings, investments, and responsible money management.
- **Use Verified Data & Sources:** Ensure that all statistics, financial claims, and investment advice come from reputable sources.
- **Differentiate Between Opinion & Expert Advice:** Clearly state when financial views are personal opinions, rather than certified financial guidance.
- **Encourage Responsible Spending & Saving:** Promote balanced financial habits rather than excessive materialism or high-risk speculation.
- **Ensure Compliance with Financial Laws:** Influencers should research and comply with SEBI (Securities and Exchange Board of India) regulations and other applicable financial laws.

Section 17 | Finance & Compliance

17.4. Accountability & Consequences

- **Regulatory Review & Compliance Checks:** Financial content will be subject to scrutiny for misleading claims and compliance with legal guidelines.
- **Demonetization & Takedowns:** False or irresponsible financial content may be demonetized, removed, or flagged for misinformation.
- **Legal Action for Fraudulent Promotion:** Influencers promoting financial scams, unlicensed financial advice, or misleading investments may face legal consequences and fines.
- **Permanent Bans for Repeated Offenses:** Influencers who repeatedly violate financial ethics may be banned from platforms and financial promotion partnerships.

17.5. Commitment to Ethical Finance Content

Financial influence carries significant social and legal responsibility. Influencers must prioritize accuracy, transparency, and consumer protection, ensuring audiences make informed financial decisions without manipulation or deception.

Section 18 | Environmental Claims

18.1 Purpose

With increasing consumer awareness of environmental issues, influencers must ensure that any eco-friendly, sustainable, or environmental claims they make are accurate, verifiable, and not misleading. Greenwashing—false or exaggerated environmental claims—can mislead audiences and damage public trust

18.2. Prohibition in Environmental Claims

False or Misleading Sustainability Claims

- **No Greenwashing:** Influencers must not promote products or brands as “eco-friendly” or “sustainable” without verifiable proof.
- **No Vague or Unsubstantiated Claims:** Terms like “natural,” “clean,” “green,” or “eco-safe” must be supported by concrete evidence or certifications.
- **No Misleading Carbon Neutrality Statements:** Claims about carbon offsets, net-zero emissions, or sustainability efforts must be backed by credible data.
- **No Fake or Misleading Certifications:** Influencers must verify whether sustainability claims are backed by recognized environmental certifications (e.g., FSC, Fair Trade, Energy Star).
- **No Disguised Environmental Impact:** Avoid promoting products with hidden environmental costs, such as excessive plastic use or unethical sourcing.

Section 18 | Environmental Claims

Promotion of Harmful or Unsustainable Practices

- **No Endorsement of High-Pollution Activities:** Influencers should avoid promoting industries or activities with high environmental harm (e.g., excessive fast fashion, overconsumption, single-use plastics).
- **No Encouraging Wasteful Consumption:** Avoid excessive product hauls, unnecessary disposables, or promotions encouraging unsustainable buying habits.
- **No Disregard for Ethical Sourcing:** Products that exploit labor, deforestation, or unsustainable mining should not be promoted as ethical or eco-conscious.

18.3. Guidelines for Ethical Environmental Claims

To ensure environmental content is responsible and credible, influencers should:

- **Use Verified Data & Certifications:** Only promote products with recognized eco-certifications or verifiable environmental benefits.
- **Encourage Responsible Consumption:** Promote mindful purchasing, upcycling, recycling, and reducing waste instead of excessive consumerism.
- **Be Transparent About Product Impact:** Disclose when a product is not fully sustainable or has limitations in its eco-benefits.
- **Educate on Environmental Issues:** Support authentic discussions on climate change, pollution, and sustainability with factual and science-backed content.
- **Differentiate Between Marketing & Advocacy:** Ensure that environmental endorsements are not disguised as independent activism.

Section 18 | Environmental Claims

18.4. Accountability & Consequences

- **Verification & Fact-Checking:** Environmental claims must be fact-checked before promotion. False claims may require public corrections.
- **Demonetization & Content Takedowns:** Influencers promoting misleading sustainability claims may face monetization bans and content removals.
- **Legal & Regulatory Compliance:** Environmental claims must comply with consumer protection laws and green marketing regulations.
- **Permanent Bans for Repeated Greenwashing** Influencers who repeatedly engage in greenwashing may face long-term restrictions from sustainability-related promotions.

18.5. Commitment to Ethical Environmental Influence

Environmental influence must be ethical, science-backed, and responsible. Influencers should use their platforms to encourage genuine sustainability efforts, promote responsible consumption, and avoid misleading environmental claims that manipulate consumer perception.

Section 19 | Data Privacy

19.1. Purpose

Data-driven claims hold significant weight in influencer marketing. Any statistics, research findings, or performance metrics shared must be accurate, verifiable, and not misleading. Influencers must avoid misrepresenting data to manipulate audience perception or exaggerate product effectiveness.

19.2. What is prohibited in Data-Driven content?

Misleading or Unverified Statistics

- **No Fabricated or Exaggerated Data:** Influencers must not present false statistics, market trends, or engagement metrics without credible sources.
- **No Misuse of Percentages or Comparisons:** Claims like “90% effective” or “5x better than competitors” must be supported by third-party data or independent studies.
- **No Manipulative Graphs or Visual Data:** Charts and visuals must not distort scale, omit key variables, or mislead audiences about real performance.
- **No Unsupported Claims on Science or Health:** Data claims related to health, fitness, or medical benefits must be backed by scientific research and regulatory approval.

Section 19 | Data Privacy

Unethical Use of Consumer & Social Data

- **No Sharing of User Data Without Consent:** Influencers must not disclose personal data, screenshots, or audience demographics without clear consent.
- **No False Claims About Audience Metrics:** Engagement rates, reach, and follower statistics must not be artificially inflated or misrepresented.
- **No Unethical Data Collection Tactics:** Influencers must not encourage fraudulent surveys, fake testimonials, or manipulative data-gathering techniques.
- **No Misinformation on AI & Privacy:** AI-generated content claims must be transparent, and no false assurances about data security should be made.

Section 19 | Data Privacy

19.3. Guidelines for Ethical Data Claims

To ensure ethical use of data, influencers should:

- **Cite Verified Sources:** Always reference recognized institutions, peer-reviewed research, or official industry reports when using statistics.
- **Differentiate Opinions from Facts:** Personal experiences must be clearly separated from data-driven facts.
- **Use Transparent Disclosures:** Any sponsored research or brand-funded studies must be disclosed as part of the promotion.
- **Encourage Digital Privacy Awareness:** Promote responsible data-sharing habits and warn against scams or misinformation.
- **Fact-Check Before Posting:** Review all numerical claims, citations, and data-backed endorsements to ensure accuracy.

Section 19 | Data Privacy

19.4. Accountability & Consequences

- **Verification & Correction Requirements:** False or misleading data claims must be corrected publicly with accurate information.
- **Demonetization & Takedowns:** Misleading data-driven content may be flagged, demonetized, or removed.
- **Regulatory Action for Consumer Fraud:** Misrepresenting financial, health, or product performance data may lead to legal consequences under consumer protection laws.
- **Permanent Restrictions for Repeated Violations:** Influencers who consistently misuse data may face bans from platforms and brand partnerships.

19.5. Commitment to Ethical Data Usage

Influencers must ensure that all data claims are accurate, transparent, and verifiable. Misinformation—whether intentional or accidental—harms public trust and consumer confidence. Ethical influence requires responsible handling of facts, figures, and audience data to maintain credibility.

Section 20 | Consumer Complaint Forum

20.1. Complete Awareness of the Consumer Complaint Forum

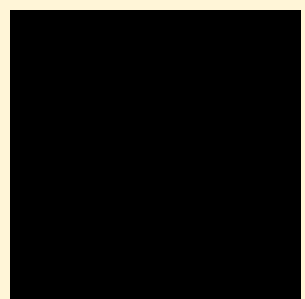
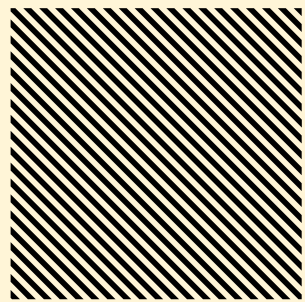
Influencers should be mindful that any consumer complaints concerning the content they post, related to products or services or generic, sponsored or non-sponsored, can be submitted to the Indian Influencer Governing Council (IIGC). The Council will thoroughly review these complaints and issue appropriate verdicts based on the findings.

To mitigate potential issues, it is imperative for influencers to rigorously adhere to the guidelines set forth in the **Code of Standards** document. By maintaining transparency, authenticity, and ethical conduct in each posted content, influencers can effectively prevent misunderstandings and protect both their reputation and the interests of consumers.

It is important to remember that strict compliance with these standards not only fosters trust with your audience but also ensures alignment with industry best practices and regulatory requirements, further strengthening the integrity of the influencer marketing ecosystem.



ABOUT IIGC



The Indian Influencer Governing Council (IIGC) is a self-regulatory organization committed to fostering transparency, accountability, and ethical standards in influencer marketing. By uniting influencers, brands, agencies, and digital platforms across India, we establish guidelines that promote authenticity, responsible content creation, and fair collaborations. Our mission is to ensure a thriving digital ecosystem where audiences are protected, creators are empowered, and businesses engage in ethical and innovative marketing practices.