



## 360i Ethics Pledge for Blogger and Online Community Relations

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We firmly subscribe to the highest ethical standard in Blogger Relations: 100% disclosure of our role as an agency in interactions with bloggers and other online community moderators and administrators. Moreover, we encourage bloggers and other online community moderators and administrators to adopt this spirit of full disclosure with respect to their engagement with the promotional entity (defined as the marketer, media property, or other entity being promoted).

### Our Standards for Interacting with Bloggers:

1. We pledge full transparency with respect to our identity as an agency. We will always tell bloggers and other online community moderators/administrators that we are working on behalf of our client.
2. We will never offer bloggers and other online community moderators/administrators payment to mention and/or endorse a client and/or promotional entity.
3. We will always state explicitly to bloggers and other online community moderators and administrators that any information or assets we share (assets as defined as those items considered gifts, exclusive online content, or other items), whether online or offline, do not constitute any requirement or obligation to mention and/or endorse a client and/or promotional entity.
4. We will always suggest that bloggers and other online community moderators/administrators source to us, the client and/or promotional entity any discussion or sharing of assets pertaining to the client and/or promotional entity.
5. We will provide bloggers and other online community moderators/administrators links to official sites hosting information and any relevant assets.

We at 360i also adhere to the tenets of the Ethics Code established by WOMMA, the World of Mouth Marketing Association, available at <http://www.womma.org/ethics/code/read>.