

IYOVIA Social Media Policy

Social media is a key way for IYOVIA IBO's to communicate with and support your sales organization. IYOVIA encourages you to use social media responsibly to build and maintain strong relationships with your sales organization, customers, and prospects.

To support you with your social media efforts, we have developed this Social Media Policy which provides you with practical advice for when you are using social media as an IYOVIA IBO.

This policy is incorporated into the IBO Agreement and should be read together with the IBO Policies and Procedures.

What is Social Media?

When we talk about 'social media' we mean the online tools that people use to share content, profiles, opinions, and experiences and to have online conversations in a group setting. Social media includes but is not limited to websites, apps and any other platform that allows for or facilitates this:

- Social networking sites – example -Facebook, Instagram, Twitter; TikTok, LinkedIn.
- Social review sites – for example –Yelp.
- Image sharing sites – example -Snapchat, Pinterest, Instagram, Flickr.
- Video hosting and sharing Sites – examples – YouTube, TikTok, Snapchat, Vimeo, Instagram.
- Bookmarking networks – example Feedly, Flipboard, Pocket.
- Blogs and community platforms – example Medium, WordPress, Facebook, Tumblr.
- Consumer review networks – example Yelp, Tripadvisor, OpenTable, Google MY Business.
- Message boards, community blogs, discussion sites or forums -examples Quora, Reddit- and sharing economy networks – examples - Discord and Telegram
- Sharing economy networks – example Lending Club
- Social shopping networks – example Instagram, Posh mark, Etsy, Facebook
- Podcasts.
- Other online communities.
- Live broadcasts or videos.

Keep in mind that the examples provided are not exhaustive and that this Policy applies to sites, platforms, channels and applications that are not covered in the examples.

Key Requirements and Principles

Abide by the IYOVIA Code of Ethics. In all your social media activity when you are talking about the IYOVIA business opportunity or IYOVIA services you are representing the IYOVIA brand and must always act in compliance with the IYOVIA code of ethics. You can find the code of ethics in the IYOVIA Policies and Procedures that is posted on iyovia.com at <https://iyovia.com/policies>

Be transparent, authentic, truthful and accurate. You must be truthful and accurate at all times in whatever you say on social media. Those who mislead or make false claims are being dishonest at best and doing something illegal at worst, and could jeopardize their reputation and their IYOVIA. If you are open, honest and forthright, you are more likely to build a loyal following. Self-disclosure will help your audience understand why you are online. Misleading or false statements on social media are a breach of the IYOVIA Policies and Procedures and not only does it risk the reputation of IYOVIA and other IBOs but may result in disciplinary action.

Be relevant and credible. Add value to the conversation. Tell your story in an interesting and truthful manner. Think about the positive aspects you want to present to those reading what you are writing. Tailor what you say to your audience and give them information that will be of interest to them while avoiding hype. Show your knowledge of IYOVIA, its products and services and keep your posts simple and easy to understand. This helps you to establish your credibility and earn your reader's trust.

Using IYOVIA logos and trademarks. IYOVIA logos and trademarks are the visual representation of the IYOVIA

brand. IYOVIA rigorously protects its intellectual property use on social media. Only use IYOVIA logos and the IYOVIA name and other trademarks in accordance with the rules in the IYOVIA Policies and Procedures. If you wish to use IYOVIA logos, the IYOVIA name and other trademarks outside of what is permitted in the IYOVIA Policies and Procedures you must request written approval from IYOVIA before use. IYOVIA makes available approved logos and images in your back office. Please only use the approved logos and images on social media. Approved logos and images should not be edited or altered in any way for use on social media.

Using the logos and trademarks of other businesses. Please respect the intellectual property rights of other businesses and individuals and do not use their names and logos to promote your IYOVIA business or to make comparisons to IYOVIA or your IYOVIA business. You may not use the trademarks, trade names, service marks, copyrights, or other intellectual property of any third party in any posting or social media content unless you have permission from the owner and are authorized to use it. For example, you must not place any copyrighted material that you don't own (such as articles, newsletters, photographs, or software) on your profile or in any postings on any social media site you use without the express permission of the owner. You can normally get permission by asking the owner for a license agreement which may require payment of a fee or royalties. If you use material that you do not own, you must properly reference it as the property of that person and you must abide by the terms of any license you have to use the content.

Look Professional. Posting photographs of yourself is a good way to establish trust and transparency with your audience but remember to let people see you as a business professional and make sure your clothes and overall appearance reflect the professional impression you want to convey.

Naming your page. With the exception of your IYOVIA self-replicated site, IYOVIA does not allow the use of its trademarks or trade names in page names on social media. Do not include income or product claims in your page or site name as these can be misleading and cannot be adequately disclaimed or explained to be transparent and not misleading. IYOVIA suggests you use your full name as not only is this transparent, authentic and honest but people are more likely to remember your name than the imaginary name you have created.

Representing IYOVIA. While IYOVIA IBOs represent the IYOVIA brand on social media and promote the IYOVIA business, products and services, you should not create a page or presence on any social media using the IYOVIA name that gives the impression that you are the official corporate representative of IYOVIA or that your views or comments represent the view or opinions of IYOVIA as a company. IBOs who create pages, profiles or any other online presence using the IYOVIA name that breach this Policy or the IYOVIA Policies and Procedures will be suspended immediately until the relevant page/profile or presence is removed.

Claims. Business and product claims must be accurate and substantiated. It is recommended that only business and product information published by IYOVIA be used.

Privacy Settings

Social media sites allow you to manage your privacy settings to control who can see your photos, your profile, your updates and who can follow you. You must manage your settings so you share information that might be considered advertising with those who you have a relationship with and not so that they will be considered to be unsolicited advertising or marketing.

If you participate in open forums that are not closed groups, you must abide by the IYOVIA Policies and Procedures and applicable law in relation to soliciting persons who have not previously agreed to receive information about the IYOVIA opportunity or the IYOVIA services or who do not have an existing relationship with you.

Crossline IBOs.

It is inevitable that you will come across other IBOs in your social media experiences and activities. Some of these may be in a different line for sponsorship or sales organization. If this is the case you must abide by the prohibition on cross line recruiting in the IYOVIA Policies and Procedures and respect the line of sponsorship.

IYOVIA Official Pages and Groups. IYOVIA has the following official pages:

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https://www.youtube.com/@IYOVIA_official
https://www.instagram.com/iyovia_official
<https://instagram.com/buildwithiyovia>
https://x.com/iyovia_official
<https://www.facebook.com/iyovialearning/>

Handling Criticism of IYOVIA. Sometimes people post unflattering opinions about IYOVIA. We know it is very hard not to react, but your response can turn a minor post into a bigger story, so please ignore hostile or critical posts and, if you do respond, make sure your response is measured, professional, courteous, and accurate.

Claims About IYOVIA.

As an IBO, you must refrain from making any misleading or deceptive claims or statements about IYOVIA, its services and products or the opportunity in any social media platform. You have an obligation to ensure that your posts and other online marketing activities are truthful, not deceptive, or otherwise misleading to customers or potential IBOs and are in compliance with the IYOVIA Policies and Procedures and applicable laws.

Prohibited Promotional Activities.

Websites and online promotional activities and tactics that are misleading or deceptive, regardless of intent, may breach the IBO Agreement and applicable law, and are strictly prohibited. This can include spam linking (or blog spam), unethical search engine optimization (SEO) or social media optimization (SMO) tactics, misleading click-through ads (i.e., having the display URL of a pay-per-click campaign appear to resolve to an official IYOVIA site when it goes elsewhere), unapproved banner ads, misuse of the ad words and unauthorized press releases.

IYOVIA will determine the truthfulness or accuracy of website content or online promotional activities posted or otherwise promoted by you or on your behalf. IYOVIA may request that you permit IYOVIA compliance department to view any content including content published only to closed groups. Refusal to permit such access will be treated as grounds to suspend your IYOVIA account until IYOVIA is able to ensure the accuracy and compliance of the content on your website, social media or other online presence including removal and replacement of non-compliant content.

Financial Services and Investment Claims

IYOVIA is an educational platform only and does not provide any financial services or investment advice. As an IBO you must not provide any investment advice on social media if you have identified yourself as an IBO or are known to be or have been recognized as an IYOVIA IBO. You must not give the impression that IYOVIA provides investment advice. Similarly, IYOVIA does not provide any trade ideas. You must not use social media to give out market information with specific entry prices, take profit or stop loss information. IYOVIA is not a licensed trader nor are its IBOs so you must not give out live trade recommendations by, for example, saying "BUY NOW" or "SELL NOW" at SPECIFIC PRICE ZONES on social media. YOU MUST NOT RECOMMEND OR MAKE AN INTRODUCTION TO ANY EXTERNAL BROKER OR EXCHANGE.

Funded trading program/prop firm brokerage

On social media IYOVIA IBOs and Customers are not to engage in:

- (1) promoting and/or soliciting any trading entity or product including but not limited to: brokers, funding programs, prop firm brokerages, private managed accounts, trading instruments, automatic trading software, and/or automated signals or trade advice;
- (2) soliciting to trade or trading for any other person or for the benefit of any other person (including, but not limited to, any prop trading firm);
- (3) using any other person's funds or credit (including, but not limited to, funds or credit of any prop trading firm) to trade in the account of the IBO or customer or the account of any other person; and/or

(4) trading for themselves in any leveraged, margined or financed forex, cryptocurrency, digital asset, or any other commodity-related product or transaction with or through any broker that is not registered with the U.S. Commodity Futures Trading Commission.

Making Profits / Income Claims Related to the use of IYOVIA Strategies

Making claims, including implied claims like screenshots of accounts, or mentioning how much you made on a trade or the night before, etc. that suggest you made specific profit or income from using IYOVIA strategies is not permitted. When speaking about markets, the focus should be on the Risk to Reward, and PIPs.

You must not issue any sort of trading challenge on social media, for example, challenges such as turning X amount of money into Y amount in Z time frame. If found doing so, your IYOVIA account will be immediately suspended and may be terminated .

Reposting GoLive Sessions

You must not upload recordings of IYOVIA GoLive content on social media platforms, such as Facebook, Instagram, Twitter, TikTok, YouTube, Vimeo, or other like sites.

Privacy and Confidentiality

You must always respect the privacy of others in their postings and must not engage in gossip, innuendo, or otherwise advance rumors about any individual, company, or competitive products or services. Such conduct reflects poorly on yourself and IYOVIA and may result in liability for you. Do not list the names of other individuals or entities on their posts or provide other identifying information unless you have the written permission of the individual or entity named or identified.

The IYOVIA Policies and Procedures contain specific sections on Confidentiality. These sections apply to any disclosure of information through any social media sites.

Social Media Site Terms of Use

Participation in social networking sites requires you to comply with the sites' terms of use and any related policies. Terms of use typically include restrictions on inappropriate conversations and comments, and uploading inappropriate images, video, audio, or other applications. This includes posting, reposting or otherwise disseminating violent, offensive, threatening, defamatory, libelous, harassing, discriminatory, profane, or vulgar content.

Comply with the terms of use of the social media platform you are using. Make sure you are familiar with any restrictions on sharing the IYOVIA opportunity or talking about IYOVIA services that are contained in the platform terms of use. Having your page suspended or removed because you have breached platform terms of use reflects on the reputation of IYOVIA on such platforms. Remember that at all times when you are promoting your IYOVIA business, its products or services, you are an ambassador of the IYOVIA brand.

Should you engage in activities related to inappropriate content on IYOVIA sites, apps, pages, or third-party sites, you may be subject to disciplinary action, including possible termination. In such circumstances IYOVIA shall determine if content is inappropriate.

Next Steps.

1. Get familiar with the Do's and Don'ts listed in this Policy.
2. Keep a copy of this Policy where it is easy to reference and ensure you check in for updates.

WHAT I CAN DO

- ✓ Create an individual social media profile.
- ✓ Use social media to communicate as appropriate.
- ✓ Share positive experiences about products, services and the IYOVIA business.
- ✓ Offer your support and interact positively with others.

- ✓ Join official fan pages.
- ✓ Disclose your involvement with IYOVIA from the very beginning.
- ✓ Treat others like you would like to be treated.
- ✓ Use common sense. Remember what you say reflects upon you and IYOVIA's reputation.
- ✓ Refer questions or other users to our IYOVIA website <http://www.iyovia.com>.
- ✓ Let us know how we can improve social media channels and guidelines.
- ✓ Do abide by the IYOVIA Policies and Procedures.

WHAT I CAN NOT DO

- X Do not promote other sources of income/businesses on the same social media platform as you use for promoting your IYOVIA business.
- X Do not create pages, websites, accounts, or other online avenues that look like corporate pages or accounts to sell IYOVIA or other competing products.
- X Do not prospect or 'cold' contact regarding the business opportunity or prospecting for customers online.
- X Do not spam or broadcast using social media.
- X Do not use IYOVIA trademarks or trade names except as permitted by the IYOVIA Policies and Procedures.
- X Do not make claims about IYOVIA services that are false, misleading, or incorrect. Check with IYOVIA Compliance if you are unsure prior to doing so to avoid misinformation.
- X Do not upload videos or broadcast live videos that are false, misleading, or incorrect.