



ADVERTISING & CREATOR STANDARDS

Public principles for creator marketing and campaign compliance

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AQUILA CREATOR FORCE LLC

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Issued by	AQUILA CREATOR FORCE LLC
Applies to	General principles for campaigns and commercial collaborations managed or facilitated by Aquila
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Creator marketing works only when audiences can trust what they see. These Advertising & Creator Standards set out Aquila's general expectations for campaigns and commercial collaborations that Aquila manages or facilitates. They are designed to support transparent, truthful and professionally executed creator advertising across different markets.

HOW THESE STANDARDS OPERATE

These Standards are a public compliance framework, not a substitute for a creator representation agreement, campaign contract, brand brief, platform policy or mandatory law. The strictest applicable requirement should be followed where multiple rules apply.

1. Advertising Must Be Clearly Identifiable

A commercial relationship must be disclosed whenever applicable law, advertising self-regulation, platform rules or the circumstances of the endorsement require disclosure. This includes paid content and may also include gifted products, benefits, affiliate relationships, employment, ownership interests or other material connections.

Disclosure should be prominent, understandable and placed where the audience is likely to notice it before or at the time it encounters the commercial message. A disclosure should not be hidden among unrelated hashtags, placed only in a profile page, or presented in language that an ordinary member of the intended audience is unlikely to understand.

Where a platform provides a paid-partnership or branded-content tool, creators should use it when required, but platform tools do not replace any additional disclosure required by local law or advertising standards.

2. Truthful Claims and Adequate Substantiation

Advertising content must not contain claims, demonstrations, comparisons or impressions that are false, deceptive or materially misleading.

Brands are responsible for providing accurate product or service information and appropriate support for objective claims included in campaign briefs. Creators should not improvise technical, health, financial, performance or other factual claims that they cannot responsibly support.

Aquila may request clarification, substantiation, legal review or modification before publication where a claim appears objective, regulated, high-risk or potentially misleading.

3. Genuine Endorsements and Creator Experience

Creators should communicate genuine opinions, experiences and impressions. Testimonials should not represent an experience the creator did not have, and content should not imply that a result is typical where the available evidence does not support that impression.

Scripts, talking points and brand instructions should preserve the distinction between a creator's authentic opinion and a factual claim supplied by the advertiser.

4. Creator Voice and Brand Requirements

Aquila seeks to preserve creator authenticity while ensuring that agreed campaign obligations are clearly understood and delivered. Campaign briefs should identify mandatory messages, prohibited statements, disclosure language, deliverables, deadlines, review procedures and material legal restrictions before publication whenever practicable.

Creative freedom does not override law, advertising standards, platform rules, intellectual-property rights or the specific obligations accepted for a campaign.

5. Approvals, Revisions and Publication

Where a campaign provides for brand or agency approval, content should not be published before the required approval has been obtained. Requested revisions should remain consistent with the agreed scope, creator rights, advertising rules and campaign contract.

Post-publication changes, takedowns, correction statements or disclosure adjustments may be required where reasonably necessary to correct a legal, factual, platform or compliance issue.

6. Intellectual Property and Usage Rights

Campaign participants must have the rights, licenses and permissions necessary for the content and assets they provide or publish. Music, photographs, footage, artwork, trademarks, fonts, clips and other third-party materials must not be incorporated into commercial content without an appropriate license, permission or other lawful basis.

Creator ownership, brand usage rights, license term, territory, channels, paid media, boosting, whitelisting, editing, derivatives, exclusivity, reposting and archival rights should be defined in the relevant campaign agreement rather than assumed from publication alone.

7. Image, Privacy and People Appearing in Content

Creators and brands should respect privacy, publicity, personality and image rights. Where identifiable third parties appear materially in commercial content, the necessary permissions should be obtained unless a valid legal exception clearly applies.

Campaign production should avoid unnecessary disclosure of personal information, private locations, documents, account details or other information that could expose individuals to avoidable privacy or security risks.

8. Children and Young Audiences

Campaigns involving minors or content likely to be materially directed to children require heightened care. Applicable rules concerning parental or guardian participation, contracts, working conditions, image rights, privacy, platform age requirements and child-directed advertising must be respected.

Commercial communications should not exploit a child's inexperience, credulity, vulnerability or relationship of trust with a creator. Where the intended audience includes children, disclosures and material information should be presented in a manner that is reasonably understandable to that audience.

9. Regulated and Sensitive Categories

Additional legal, age, licensing, targeting, disclosure and content restrictions may apply to regulated or sensitive categories. Depending on the jurisdiction, these may include gambling and betting, alcohol, financial products and services, healthcare, medicines, supplements, food and nutrition claims, products directed to children, political advertising and other restricted categories.

Aquila may require enhanced briefing, documentary substantiation, age-gating, audience restrictions, legal review, additional disclosures or prior approval for such campaigns. Aquila may decline work that presents an unacceptable legal, ethical, brand-safety or platform risk.

10. Artificial Intelligence, Synthetic Media and Material Alteration

Artificial intelligence, synthetic media, face or voice generation, virtual influencers, filters, retouching and editing tools must not be used in a manner that materially deceives audiences about a person, product, result, testimonial, event or commercial claim.

Where applicable law, advertising self-regulation, campaign requirements or platform rules require disclosure that content is synthetic, AI-generated or materially altered, the appropriate disclosure must be made clearly.

AI-assisted content remains subject to the same standards of truthfulness, intellectual-property compliance, privacy, non-discrimination and human review that apply to other commercial content.

11. Platform Rules and Local Law

Creators, brands, agencies and other campaign participants must comply with the rules applicable to the market and platform in which content is distributed. Depending on the campaign, relevant frameworks may include advertising disclosure and endorsement requirements established by CONAR in Brazil, the U.S. Federal Trade Commission, ASA/CAP in the United Kingdom, European consumer and audiovisual advertising rules, and equivalent authorities or self-regulatory bodies in other markets.

A campaign distributed across borders may be subject to more than one legal or self-regulatory framework. Location of the creator alone does not determine the full set of rules that may apply.

12. Prohibited or Unacceptable Practices

Aquila expects campaign participants not to engage in practices that materially undermine lawful and trustworthy advertising, including:

- i. hidden or intentionally ambiguous advertising disclosures;
- ii. fabricated testimonials, fabricated experiences or materially false performance claims;
- iii. unauthorized use of third-party intellectual property or likenesses;
- iv. fraudulent manipulation of campaign metrics or presentation of knowingly false audience data;
- v. illegal targeting or promotion of products to audiences that are not legally eligible to receive the advertising;
- vi. deceptive use of artificial intelligence or synthetic media;
- vii. content that requires unlawful discrimination, harassment, hate, threats or other illegal conduct; and
- viii. instructions designed to evade a platform's advertising controls or applicable regulatory requirements.

13. Metrics, Reporting and Integrity

Campaign reporting should use data that is reasonably accurate, traceable and presented in context. Where estimates, platform-generated metrics, screenshots, third-party measurement or modeled data are used, they should not be presented as more precise or authoritative than the underlying source supports.

Creators should not knowingly inflate, fabricate or manipulate campaign metrics, proof of posting, audience information or deliverable completion. Brands and agencies should not request reporting practices that create a misleading impression of performance.

14. Governance and Escalation

Aquila may implement campaign-specific review, documentation, approval and escalation procedures proportionate to the legal and reputational risk of the campaign. High-risk issues may be escalated for legal, compliance, platform or brand review before publication or continuation.

Where Aquila reasonably identifies a material compliance issue, it may request correction, additional disclosure, temporary hold, removal, replacement content or other proportionate remediation, subject to the relevant agreement and applicable law.

15. Relationship With Campaign Agreements

These Standards state general principles. Individual creator representation agreements, brand agreements, campaign briefs, insertion orders, statements of work or other written terms may establish additional or stricter obligations concerning disclosure, approvals, exclusivity, claims, content rights, regulated products, minors, artificial intelligence, data, reporting or other matters.

Where a campaign-specific written requirement is stricter than these Standards, the stricter campaign requirement should be followed. Nothing in these Standards reduces mandatory legal or regulatory obligations.

16. Updates and Contact

Aquila may update these Standards as advertising practices, platform rules, technologies and applicable legal or self-regulatory frameworks evolve. The current version will be published on the website with its effective or last-updated date.

AQUILA CREATOR FORCE LLC

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Questions about campaign compliance or these Standards may be submitted through the Contact Us channel available on the Aquila website. Campaign participants should also use the specific compliance or approval channel identified in their campaign documentation, where one has been established.

