

## GIG Advertising Policy and Terms

**PURPOSE:** It is Gluten Intolerance Group’s (GIG) policy to accept advertising and sponsorship to further GIG’s mission, under the strict policy outlined below. The overriding consideration in accepting advertisers and sponsors is for GIG to maintain its editorial integrity and the trust of its members, community, clients, and its advertisers. We believe that establishing, publicly displaying, and adhering to this advertising and sponsor policy is important to protect the trust and transparency between GIG and our constituents.

**SCOPE:** All potential sponsors or advertisers with GIG

**POLICY:**

**Advertising Policy**

GIG works with advertisers who share a passion for our mission to empower the gluten-free community through consumer support, advocacy, and education.

GIG recognizes that no policy can address every situation or issue that may arise in the course of doing business, especially given the pace of change within the media industry. Therefore, GIG may change this policy at any time at its sole discretion. GIG will remain teachable and open to suggestions, criticism, and correction from our members, community, and other interested parties.

The following policy governs and applies to all advertisements and sponsor content of all GIG network PLATFORMS, including print, digital and websites ([www.gluten.org](http://www.gluten.org), [www.GFCO.org](http://www.GFCO.org), and [www.GFFoodservice.org](http://www.GFFoodservice.org)), social media, and mobile platforms. (hereinafter collectively referred to as “PLATFORMS”.)

GIG has sole and absolute discretion with respect to interpretation and enforcement of this policy and all other issues associated with advertising and promotion on these PLATFORMS.

1. Advertising accepted from GFCO certified companies will be labeled “GFCO Certified” and when space is limited will have priority over other food product advertisements.
2. GIG reserves the right to refuse advertisements and/or sponsorships we believe to be incompatible with our mission.
3. GIG reserves the right to refuse advertisements and/or sponsorships we deem competitive or contrary to the best interests of the GIG and our community.
4. GIG will not allow any relationship with an advertiser or sponsor to compromise GIG’s integrity or that of our programs and services. GIG may exercise its discretion to refuse or remove any advertising that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to GIG’s brands.
5. All advertising content must be clearly distinguishable from editorial content. To that end, GIG will label an advertisement with the word “Advertisement” or “Advertorial” when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising/advertorial.
6. Advertisers are responsible for ensuring their ads are adequately substantiated and comply with all applicable policy, laws, and regulations.  
While the content of advertising does not necessarily reflect the views of GIG, if it comes to the attention of GIG that an ad, in our opinion, contains demonstrably false or unlawful content, GIG will refuse or remove the ad completely or in part.

Vice President	COO	CEO

## GIG Advertising Policy and Terms

7. Although GIG will evaluate whether to work with advertisers on a case-by-case basis, some examples of advertising GIG will not accept are the following:
  - a. Advertising that GIG believes, in its opinion, is indecent, vulgar, suggestive, profane, or offensive.
  - b. Advertising for illegal products or services, including drugs, illegal substances, or any related products or services.
  - c. Advertising that promotes firearms, ammunitions, fireworks, gambling, pornography, tobacco, or the simulation of news or an emergency.
  - d. Advertising that GIG believes includes discriminatory, hateful or violent content advocating against any individual, group, or organization.
  - e. Advertising that GIG determines to be inflammatory.
  - f. Advertising that GIG determines represents a personal attack against an individual, country, or organization.
  - g. Advertising that GIG believes will undermine the intellectual integrity, authority, and character of its mission and brand.

GIG's Executive Operations Team has sole discretion for determining the types of advertising and promotion that will be accepted and displayed on our PLATFORMS. GIG's Marketing and Development team will not be involved in deciding whether to accept or reject specific advertisers.

GIG is aware that advertising on a GIG PLATFORMS or electronic communication may be considered an endorsement by the gluten-free community. The presence of an ad on our PLATFORMS or electronic communication does not imply endorsement of the advertised company or product, with the exception of GFCO and GFFS certified products and companies. GIG is not responsible for the content or accuracy of third-party advertisements.

GIG reserves the right to cancel or remove advertising content at any time if the content is inconsistent with the above policies, applicable laws and regulations, without notice to the advertiser, regardless of whether the advertising content has been accepted or displayed within GIG media for any time.

### **Sponsor Content Policy**

As a 501(c)(3) nonprofit organization, the Gluten Intolerance Group gratefully accepts donations from multiple sources including foundations, individuals, and corporations for our community Outreach programs and projects, food research and education activities. GIG has a responsibility to our members, readers, community and clients to present fair and unbiased information relevant to living gluten-free.

The policy applies to all Sponsor Content served by or appearing in GIG print and digital publications. These are in addition to the general advertising policy above, which apply to Sponsor Content as well.

1. GIG Representatives should not receive any substantial benefit from association with sponsors. Any substantial benefit should be brought to the attention of the GIG Executive Team.
2. Sponsor content is content created or commissioned by advertisers in collaboration with GIG's Marketing Team.
3. GIG allows Sponsor content in two forms:
  - a. Content produced by GIG Marketing Team as commissioned by its advertising partners and
  - b. Content produced by advertisers

## GIG Advertising Policy and Terms

4. Sponsors shall have no influence over GIG programs and services. GIG retains full control of its work, program, and content. Sponsors do not have authority over the operation of what they have sponsored.
5. GIG retains the right to review and approve all communications concerning a sponsorship. This includes—but is not limited to—announcements, articles, and press releases about the sponsorship.
6. As with all advertising, Sponsor Content does not necessarily reflect the views and choices of GIG. Accordingly, GIG will prominently display the following disclaimer on all Sponsor Content: 'SPONSORED BY.' GIG will include a disclaimer on all Sponsor Content that notes the involvement or non-involvement of GIG's staff in curating or creating the Content and clarifies that the Content is made possible by a Sponsor. GIG may additionally include, in certain areas and PLATFORMS, further explanation defining Sponsor Content to GIG followers. In addition, GIG will ensure the treatment and design of Advertising and Sponsor Content is clearly differentiated from its editorial content.
7. GIG does not require that Sponsor Content avoid controversy. Indeed, we expect that Sponsor Content, like our own content, may at times address contested issues and be written with a distinct point of view. That said, even with the caveat that Sponsor Content does not necessarily reflect the views of GIG, GIG will refuse publication of such content that, in its own judgment, would undermine the intellectual integrity, authority, and character of our organization.
8. As with all advertising, and consistent with the above General Advertising Policy, GIG may reject or remove any Sponsor Content at any time that contains false, deceptive, potentially misleading, or illegal content; is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to GIG's brand.
9. At the Sponsor's direction, GIG may enable readers to comment on Sponsor Content on GIG's sites. If comment functionality is enabled on Sponsor Content, the sponsor will not have any role in moderating such comments.  
Moderation of such comments will be performed by GIG employees only, who implement GIG's policies that prohibit spam, obscenity, hate speech, and similar content.

GIG welcomes sponsorships in the following areas:

1. GIG Outreach programs
2. Food research studies
3. Community education activities and events
4. Development of new programs and services
5. Advancement of GIG current programs and services
6. GIG contests, webinars and other events
7. Capitol campaigns

### **Advertiser and Sponsor Disclaimer and Terms of Use**

By advertising and/or sponsoring with the Gluten Intolerance Group (GIG), you agree to be bound by the terms and conditions below. Please read them carefully.

The materials contained in the Gluten Intolerance Group (GIG) advertisements found on GIG network PLATFORMS, include information, facts, opinions and recommendations of various individuals and organizations regarding products and services, medical studies and resources, governmental regulations, statutes and practices, and potential changes to same.

## GIG Advertising Policy and Terms

Notwithstanding anything to the contrary stated or implied in any of the materials available herein, GIG and its agents, affiliates, employees, and contractors cannot and do not make any representation, warranty, endorsement or guarantee, express or implied, regarding:

1. the accuracy, completeness or timeliness of any such information, facts, or opinions, or
2. the merchantability or fitness for any particular purpose thereof, nor shall any of such materials be deemed the giving of medical or legal advice by GIG, its agents, affiliates, employees, or contractors, or
3. the performance of any product based on the specifications supplied by the advertiser.

Neither GIG nor its agents, affiliates, employees, or contractors shall be liable to any other person or entity for any loss, injury or any direct, indirect, incidental, consequential, special, punitive, or similar damages, or any other damages of any nature whatsoever arising out of any of the materials (or any portion thereof) contained or not contained herein.

BY ADVERTISING ON THE GIG PLATFORMS, ADVERTISERS HEREBY WAIVE ALL CLAIMS AGAINST GIG AND ITS AGENTS, AFFILIATES, EMPLOYEES, AND CONTRACTORS ARISING OUT OF USE OF THE GIG ADVERTISING PLATFORMS AND THE INFORMATION CONTAINED HEREIN.

Advertisers agree to indemnify, hold harmless and defend GIG and its agents, affiliates, and employees from and against all claims, liabilities, costs and losses, including attorneys' fees, arising from any violation of these terms and conditions by your use of GIG PLATFORMS for advertising.

If any portion of these terms and conditions is held to be unenforceable, the unenforceable portion shall be construed in accordance with applicable law as nearly as possible to reflect the original intentions of the parties and the remainder of the provisions shall remain in full force and effect. GIG's failure to insist upon or enforce strict performance of any provision of these terms and conditions shall not be construed as a waiver of any provision or right. Neither the course of conduct between parties, nor trade practice shall act to modify any provision of these terms and conditions.

### **Consumer Disclaimer**

GIG will label an advertisement with the word "Advertisement" when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.

All editorial content is free of commercial influence unless directly affiliated with above-mentioned advertising or sponsored activities, i.e. contest announcements.

GIG advises all Consumers to consult their own medical or legal advisors, applicable regulatory entities, and other sources of medical or legal information and advice for any opinions or recommendations with respect to their own situation.

GIG advises all Consumers to investigate products and services offered by advertisers on the GIG PLATFORMS to verify the contents, ingredients, availability and serviceability of these products and services.