

PFEIFFER LAW

VIDEO AND LIVE STREAMING

DO	DON'T
<ul style="list-style-type: none">• Say at the beginning (and disclose periodically if lengthy video or live stream)	<ul style="list-style-type: none">• “Thanks to...”
<ul style="list-style-type: none">• “This video is sponsored by...”	<ul style="list-style-type: none">• “Made possible by...”
<ul style="list-style-type: none">• “This video was paid for by...”	<ul style="list-style-type: none">• “In collaboration with...”
<ul style="list-style-type: none">• “This product was given to me by...” (If no money was given in addition to the product).	<ul style="list-style-type: none">• “In partnership with...”
	<ul style="list-style-type: none">• “This brand rocks (etc.)...”

Written disclosures must remain on screen long enough to be read and understood. Also, include written disclosures in the video description / caption above “show more” button.

Disclosures are required whenever an influencer is receiving an incentive or there is a familial relationship to a mentioned company, including: employment, financial compensation, free or discounted products, trade, gifts, free or discounted admission