

Community Guidelines

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These Community Guidelines (the “Guidelines”) describe the standards of conduct that all Verified Members must follow when participating on the Platform operated by Influencer Impact Inc. (“Influencer Impact”). They are incorporated into our Terms and Conditions by reference. Capitalized terms not defined here have the meanings given to them in the Terms.

1. Purpose and Spirit

The Platform exists to support honest, evidence-based, and professional information-sharing between marketing and public-relations professionals about their professional engagements with influencers. The Platform is a closed community: Reviews are visible only to other Verified Members, never to the public, never to unverified users, and never to the influencers themselves. With that confidentiality comes a heightened responsibility — to be accurate, to be fair, and to be respectful.

2. Who May Post

Only Verified Members in good standing may submit Reviews, flags, or other content on the Platform. Each Verified Member's identity is held by Influencer Impact alone; other Members see only the reviewer's years of professional experience alongside each Review.

3. The Five Rating Criteria

Members rate each influencer engagement on a defined set of five criteria. Use each criterion in the sense described below:

- **Responsiveness** — the influencer's promptness and reliability in replying to communications and in meeting agreed timelines.
- **Professionalism** — the influencer's conduct, courtesy, and adherence to contractual terms throughout the engagement.
- **Management** — the influencer or their representative/manager's organisation, follow-through, handling of feedback, and management of the production process.
- **Content Quality** — the craft, originality, and brand-fit of the content produced for the engagement.
- **Content Performance** — the measured outcomes of the content (reach, engagement, conversion, or other agreed KPIs).

Ratings on each criterion should reflect your direct, first-hand experience with the influencer in the engagement you are reviewing. Do not import ratings from third-party reports or rumour.

4. Review Standards

Every Review you submit must meet the following standards. By submitting a Review, you certify each of them:

1. Truthful. All statements of fact in your Review are true and accurate to the best of your knowledge.
2. Based on direct professional engagement. The Review concerns an influencer whom you (or the entity that employs you) actually engaged in a professional capacity, and you have reasonable documentation of that engagement available on request.
3. Scoped to professional conduct. The Review addresses the influencer's professional performance on the engagement and does not stray into personal characteristics or matters unrelated to the engagement.
4. Opinion vs. fact. Opinions are clearly identified as such and are anchored to disclosed facts.
5. Confidentiality of clients. The Review does not disclose confidential information of any client, employer, agency, or brand without authorization, including non-public campaign details, contractual terms, or trade secrets.
6. Respectful tone. The Review is written in a professional tone, even when critical.

5. Prohibited Content

Reviews and other content on the Platform must not contain:

- hate speech, or any content that attacks, dehumanizes, or incites violence against a person or group based on race, ethnicity, national origin, religion, sex, gender identity or expression, sexual orientation, disability, age, or other protected ground;
- harassment, threats, intimidation, doxxing, or content intended to incite others to harass or harm any individual;
- defamatory, knowingly false, materially misleading, or maliciously framed statements;
- content submitted in bad faith, in retaliation, or as part of a coordinated effort to damage an influencer's reputation;
- sexually explicit, sexually suggestive, or graphic content;
- personal information about an influencer that is unrelated to the professional engagement (for example, home address, family members, medical information, or sexual orientation);
- confidential information of any client, employer, agency, or brand, disclosed without authorization;

- infringement of any third party's intellectual property or other rights;
- spam, off-topic content, advertising, or any attempt to game ratings or rankings;
- any content that violates applicable law.

6. Flagging a Review

Any Verified Member who believes a Review violates these Guidelines or the Terms may flag it through the in-Platform flagging function. When flagging, please identify the specific concern (for example, “hate speech”, “defamation”, “discloses client confidential information”, or “unrelated personal information”) and, if helpful, briefly explain the basis for the flag.

Do not use the flagging function to register general disagreement with a Review or to retaliate against a Member.

7. Moderation Process and Response Standards

Our moderation process is designed to be timely, consistent, and accountable:

7. Acknowledgment: Influencer Impact will acknowledge a flag within five (5) business days of receipt.
8. Decision: Influencer Impact will issue a moderation decision within fifteen (15) business days of receipt, unless additional investigation is reasonably required, in which case we will provide a status update within that period and a final decision as soon as reasonably practicable.
9. Decisions are made on the written record before the moderator, in accordance with these Guidelines and the Terms, and in Influencer Impact's reasonable discretion.
10. Possible outcomes include: no action; editing or removing the Review; warning the Member; suspending the Member; or permanently terminating the Member's account.

8. Appeals

A Member whose Review has been edited, removed, or who has been warned, suspended, or terminated, may request an internal review by contacting Influencer Impact at the address in the Terms within thirty (30) days of the moderation decision. The appeal will be reviewed by a moderator other than the original decision-maker. The decision on appeal is final.

9. Consequences

Members who violate these Guidelines or the Terms may face: a written warning; the editing or removal of one or more Reviews; suspension of access to the Platform for a defined period; or permanent termination of Verified Member status, in each case at Influencer Impact's reasonable discretion. Serious violations — including hate speech, harassment, knowingly false

Reviews, or the disclosure of confidential information of clients or third parties — will generally result in immediate suspension or termination.

10. Anti-Gaming and Manipulation

You must not attempt to manipulate the Platform's content or ratings, including by: submitting Reviews on engagements you did not personally work on; coordinating with others to influence a particular influencer's ratings; using automated tools to interact with the Platform; or accessing, copying, or extracting Reviews or Influencer Data in bulk.

11. Confidentiality of Platform Content

Reviews and the closed-network portions of Influencer Data are confidential. You must not disclose, publish, forward, screenshot, or otherwise share that content with any person who is not a Verified Member, except as required by law. This obligation continues after you leave the Platform.

12. Changes to These Guidelines

Influencer Impact may update these Guidelines from time to time. We will post updated Guidelines on the Platform and indicate the “Last Updated” date. Material changes will be communicated to Members in advance. Continued use of the Platform after the effective date of updated Guidelines constitutes acceptance of those Guidelines.

13. Contact

Concerns about a specific Review may be raised through the in-Platform flagging function. For other questions about these Guidelines, contact Influencer Impact at support@influencerimpact.co.