

Legacy Learning Systems Affiliate Pledge

This Pledge is provided as an integral part of my affiliate relationship with Legacy Learning Systems, Inc. and is material to all requirements of Legacy, any government regulatory requirements or guidelines, as well as governing my continued business with Legacy Learning. It governs my individual conduct as well as that of my company. During the course and scope of my Affiliate relationship with Legacy Learning Systems, I shall abide by and honor all obligations contained in this Affiliate Pledge and recognize and acknowledge its governance and materiality to the relationship.

1. As a Legacy affiliate, I shall maintain the highest degree of integrity in all aspects of my business relationships. The business reputation which I retain shall be consistent with all standards of conduct contained herein.
2. As this pledge pertains to product reviews, I shall, at all times, act in accordance with all federal, state and local laws, regulations and guidelines. I shall maintain integrity and veracity (truthfulness) in every area in which I provide written comments and/or reviews of any product or service. The fact of financial or other forms of compensation shall be of no consequence in formulating, expressing or commenting my opinions.
3. All product claims and reviews shall only be made after the subject product or service has been adequately tested and/or experienced to the degree that the review or comment is fairly made. If a test cannot be performed by me personally and is performed by staff or if I am relying upon outside sources, such reliance shall be stated clearly and consciously in a manner plainly understood to the general public.
4. Upon each comment or review made by me or caused to be made by me or the entity I represent, if the technology provides the capability and means, the general public shall have the ability to post their own comments to said reviews within the standards of decency, good faith and courteousness. All decent and courteous comments to the said reviews shall be posted, whether the same contain positive or negative statements and each shall be equally accessible. I shall post no comment or review on any blog, forum, discussion board or comment page which does not clearly and unequivocally disclose my affiliation with Legacy Learning Systems.
5. The Federal Trade Commission Disclosure Guidelines and standards for minimizing and avoiding any potential for public confusion, misunderstanding or deception as to any aspect of the product, the service, the comments, reviews and endorsements made by me or caused to be made by me shall be paramount in each and all reviews.
 - a. All disclosures or affiliation to Legacy shall be predominate in the review and/or comment;
 - b. The disclosure shall be clear to the reasonable member of the general public as to whether compensation of any kind or nature is received;
 - c. The disclosure shall be conspicuous in relation to location of the review or comment, as well as, in type, form and use of direct language clearly intended to properly advise the public;

- d. The disclosure shall be necessarily meaningful and substantive as to whether compensation is provided or not, should a sale be completed through the link which is anticipated for use by the customer; and
 - e. The appearance of a strongly worded and predominate disclosure shall appear frequently enough such there would likely require apparent intent and/or reckless avoidance by consumer not to readily recognize and acknowledge the disclosure.
6. In no manner or means shall any compensated review be written or stated in any way in which even the reasonable possibility could exist that the same is unbiased or independent and I shall not then seek protections from provided disclosures in connection therewith.
 7. At no time shall I provide or create any false or misleading impression by text, symbol, slogan or otherwise that my website or that of the company which I represent has any affiliation, connection with or is representative of any entity which it does not, such as an academic institution, governmental agency, traditional news network or otherwise.
 8. I will at no time violate copyright protected content or provide content belonging to others on my website which may create the impression that such content, comment, review or other is my own or is original.
 9. Should I employ testimonials on my website, I shall ensure that the testimonials are real, original and genuine in all aspects. In addition, I shall maintain detailed records of time, location and source of all testimonials available for prompt review upon request.
 10. I shall always protect and respect the value of the brands for which I am contracted to promote and shall never make use of falsely disparaging language or negative promotional terms such as "scam" or "rip-off" to describe those brands as a means to falsely direct or increase traffic.

Affiliate, individual

Date: _____

Affiliate, Company

By: _____

Title: _____

Date: _____