

Acceptable Conduct Policy

Cleverbridge takes the rights and interests of its clients, customers, and potential customers, partners, and third parties very seriously and expects its clients to conduct their business in accordance with the following:

During the Term of the Agreement, Client shall:

1. offer only products or services of a nature or content and/or in a manner that does not violate any law, statute, ordinance or regulation, including laws and regulations governing export control, unfair competition, false advertising, consumer protection, issuance or sale of securities, pornography, obscenity, spam, privacy, cold calls and/or any and all other telephone support, private or public data transfer and telecommunications;
2. not offer, advertise, or promote products and services that infringe, dilute, misappropriate, or otherwise violate any intellectual property rights or rights of publicity, including failing to obtain all required permissions to receive, upload, download, display, distribute or execute programs or perform other works or derivative works protected by intellectual property laws or removal or alteration of applicable copyright, trademark or patent notices;
3. ensure that any products and services offered, advertised, or promoted by Client are free of any malicious content including viruses, trojan horses, trap doors, back doors, easter eggs, worms, time bombs, packet bombs, cancelbots or other computer programming routines that are intended to damage, detrimentally interfere with, surreptitiously intercept or expropriate any system, data or personal information (but excluding means to legally prevent unauthorized use of the products and services);
4. not (a) intentionally omit, delete, forge or misrepresent information related to the Client's products and services or business (including usage terms and restrictions in connection with time-based or time-restricted offerings, such as subscriptions), (b) engage in any fraudulent activities or scams such as "pyramid schemes," "ponzi schemes," or "chain letters", or (c) offer products or services that are, or contain material that is, inappropriate, defamatory, libelous, obscene, indecent, or that enables online gambling (as reasonably determined by Cleverbridge);
5. inform Cleverbridge of any changes to the Client Products (including additions of new or modification of existing Client Products) prior to offering such Client Products;
6. refrain from soliciting customers and potential customers who have declared that they do not wish, or have not agreed, to receive such communication, whether the recipient list is obtained by Client or another party;
7. conduct its business in an ethical manner and prevent harm to and harassment of third parties; oblige all Client subcontractors (including marketing affiliates) to adhere to this policy; and ensure that all advertising and promotional materials are free of false or deceptive claims;
8. not collect any Customer Information without such Customer's or potential Customer's express consent (opt-in);
9. not collect any payment information from Customers or potential Customers, including credit card information (e.g. cardholder name, credit card number, CVV/CVC/CVV2), bank account information (e.g. bank account number, account holder name), Klarna person number, PayPal email;
10. not insert any conversion, analytical or marketing tools on Cleverbridge-hosted web pages or the Cleverbridge Online Store which have not been approved by Cleverbridge;
11. not use any tag manager or tag management tools without the express written consent of Cleverbridge; and
12. not violate or attempt to violate the security of the Cleverbridge systems, including the Cleverbridge Online Store and Commerce Assistant software application, or share password and account access with unauthorized third parties.