

## **Content Creator Policy**

*Effective Date: August 16th, 2025*

This Content Creator Policy (“Policy”) governs all collaborations between LE Hospitality Brands™ (“we,” “our,” “us”) and individuals or organizations creating promotional content (“Content Creators,” “you,” “your”). By participating in any partnership, campaign, or collaboration with LE Hospitality Brands™, you agree to abide by the following terms.

### **1. Content Standards**

All content must accurately represent LE Hospitality Brands™ products, services, and brand values. Content must not contain offensive, discriminatory, defamatory, or misleading statements. You may not make unverified claims about health, nutrition, or other benefits of our products.

### **2. Intellectual Property**

LE Hospitality Brands™ grants you limited permission to use our trademarks, logos, and product images strictly for approved promotional purposes.

All content created for or in partnership with LE Hospitality Brands™ may be reshared, repurposed, or used by us in marketing, advertising, and promotional materials without additional compensation unless otherwise agreed in writing.

You retain ownership of original content but grant LE Hospitality Brands™ a royalty-free, worldwide, perpetual, sublicensable license to use, reproduce, distribute, display, modify, and promote such content in marketing, advertising, social media, and paid promotional campaigns.

### **3. Disclosure and Compliance**

Content Creators must clearly and conspicuously disclose any material relationship with LE Hospitality Brands™ in accordance with the Federal Trade Commission (FTC) Endorsement Guides and applicable advertising laws (e.g., #ad, #sponsored, or similar disclosures). Disclosures must be easily visible and understandable to the audience.

### **4. Payment and Compensation**

If compensation is agreed upon, it will be outlined in a separate written agreement (monetary, free products, discounts, or other forms). Unless otherwise stated, no additional payments, royalties, or residuals will be owed for the use of your content.

### **5. Confidentiality**

Any non-public information shared by LE Hospitality Brands™ (such as upcoming menus, business strategies, or financial details) must remain confidential unless authorized in writing.

## **6. Prohibited Conduct**

Content Creators may not:

- Engage in conduct that harms LE Hospitality Brands™ reputation.
- Post false or defamatory statements about the company, its products, or its employees.
- Use hate speech, discriminatory language, or offensive material in any collaboration.
- Misrepresent themselves as an employee, partner, or agent of LE Hospitality Brands™ without express authorization.

## **7. Termination**

LE Hospitality Brands™ reserves the right to terminate any collaboration or revoke permissions at any time if this Policy is violated. Content posted in violation may be requested to be removed immediately.

The Company may request removal or modification of any content that violates this Policy or applicable laws, and the Content Creator agrees to comply promptly. Failure to comply with a removal request may result in termination of the collaboration and potential legal action.

## **8. Liability**

Content Creators are solely responsible for the material they produce and any consequences arising from it. LE Hospitality Brands™ assumes no liability for damages, claims, or disputes arising from Content Creator's work, except as required by law.

## **9. Governing Law**

This Policy shall be governed by and construed in accordance with the laws of the State of Texas, without regard to conflict of law provisions.

## **10. Content Approval**

LE Hospitality Brands™ reserves the right to review and approve content prior to publication when requested. Content Creators agree to make reasonable revisions if the Company determines the content does not align with brand standards or regulatory requirements.

## **11. Morals Clause**

LE Hospitality Brands™ reserves the right to terminate collaborations if a Content Creator engages in conduct that could reasonably harm the reputation, goodwill, or public image of the Company or its brands.

## **12. Non-Compete Promotion Window**

During the active campaign period and for 30 days following publication, Content Creators may not promote direct competitors of LE Hospitality Brands™ without written approval.

### **13. Severability**

If any provision of this Policy is found to be invalid or unenforceable, the remaining provisions shall remain in full force and effect.

### **14. Content Usage Duration**

Unless otherwise agreed in writing, LE Hospitality Brands™ may continue to use creator content indefinitely for marketing, promotional, and archival purposes.

### **15. Contact Us**

If you have any questions about these Terms and Conditions, please contact us:

*LE Hospitality Brands™*

Email: [LEHospitalityBrands@gmail.com](mailto:LEHospitalityBrands@gmail.com)

Phone: (512) 736-9174

Mailing Address: PO Box 14277, Austin, TX 78761

