

Code of Practice

v1.0 · June 2026 · All registered influencers

WHAT THIS DOCUMENT IS

This Code of Practice governs the conduct of every influencer listed on the AGENTPR™ Influencer Network. It exists to protect the integrity of the platform, the clients who use it, and the influencers who depend on it for professional campaign opportunities.

By submitting your profile, you agreed to these terms. This document gives them substance.

THIS CODE COVERS SIX AREAS

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| 1. | Professional Standards | <i>How you carry yourself on every campaign</i> |
| 2. | Brief Confidentiality | <i>What you do with what clients tell you</i> |
| 3. | Content Standards | <i>What you publish and what you do not</i> |
| 4. | Platform Conduct | <i>How you behave on the network</i> |
| 5. | Financial Integrity | <i>Fees, payments, and transparency</i> |
| 6. | Removal Grounds | <i>What gets you taken off the platform</i> |

THE FOUNDING PRINCIPLE

AGENTPR™ is the only PR-grade influencer network in Africa built specifically for corporate communications, public affairs, and institutional campaigns. The clients who find you here are not looking for lifestyle endorsements. They are managing reputations, shaping narratives, and making consequential communications decisions.

That context is why this Code exists. The standards it sets are not bureaucratic. They are the foundation of the trust that makes this network worth belonging to.

1. Professional Standards

Every influencer on this network is treated as a professional communications partner, not a content vendor. That distinction carries obligations.

1.1 — RESPONSIVENESS

- Respond to campaign invitations within 48 hours — accept, decline, or request more information
- Respond to messages from agencies within 24 hours during an active campaign
- If you cannot meet a deadline, notify the agency immediately — not after the fact
- Repeated non-response without explanation is grounds for removal from the network

1.2 — BRIEF FIDELITY

- Read the campaign brief in full before accepting or beginning work
- Deliver what the brief specifies — not a variation you prefer
- If you disagree with a brief requirement, raise it through the platform messaging before accepting — not after submitting
- Unauthorised deviation from an agreed brief is a material breach of this Code

1.3 — REPRESENTATION

- You represent yourself accurately — follower counts, engagement rates, and audience demographics must be truthful
- Do not misrepresent your reach, influence, or previous campaign experience
- Falsified statistics are grounds for immediate removal and forfeiture of any pending payments

2. Brief Confidentiality

This is the most important section of this Code. PR and communications briefs frequently contain sensitive, unreleased, or strategically significant information. Treating that information with the same care a retained PR professional would is the non-negotiable condition of participating in this network.

2.1 — WHAT CONFIDENTIALITY MEANS

- Everything in a campaign brief — the client name, campaign objective, key messages, strategy, and supporting materials — is confidential unless the agency explicitly states otherwise in writing
- You may not discuss brief contents with anyone not directly involved in the campaign
- You may not use information in a brief to inform your own content, opinions, or activities outside the campaign
- Confidentiality applies during the campaign and after it ends — indefinitely

2.2 — SPECIFIC PROHIBITIONS

- Do not screenshot or share brief documents outside the platform
- Do not post about a campaign before the agreed publication date
- Do not reveal the identity of the client to third parties unless the client has made the campaign public
- Do not use knowledge of an unreleased product, policy, or announcement for any purpose other than the campaign

2.3 — DISCLOSURE REQUIREMENTS

- All paid campaigns must be disclosed as such in your content — in compliance with the Nigerian Advertising Regulatory Council (ARCON) guidelines and applicable platform policies
- Use #Ad, #Sponsored, or platform-native disclosure tools as appropriate
- Non-disclosure of a paid partnership is a breach of this Code and may constitute a regulatory violation

3. Content Standards

Content created for AGENTPR™ network campaigns must meet professional communications standards — the same standards that would apply to a press release, an executive statement, or a crisis communication.

3.1 — ACCURACY

- Only state facts you can verify or that are provided in the brief
- Do not embellish, exaggerate, or misrepresent the client, their products, or their positions
- If you are uncertain whether a claim is accurate, check with the agency before publishing

3.2 — PROHIBITED CONTENT

NEVER PUBLISH

- Content that defames, harasses, or discriminates against any individual or group
- Content that misrepresents a client's position or fabricates statements
- Content that violates any platform's terms of service
- Content that was not approved by the agency before publication
- Content designed to mislead about the paid nature of the campaign
- Sexually explicit, violent, or harmful content of any kind

ALWAYS INCLUDE

- Paid partnership disclosure as required
- Accurate factual claims corroborated in the brief
- Your genuine voice — authenticity within the brief parameters
- Platform-appropriate formatting and length
- Any mandatory brand elements specified in the brief
- The agreed publication date and time

3.3 — APPROVAL BEFORE PUBLICATION

- Submit content for agency review through the platform before publishing — unless the brief explicitly waives this requirement
- Wait for written approval via the platform before going live
- Do not publish revised or alternative versions without re-submitting for approval

4. Platform Conduct

The AGENTPR™ Influencer Network is a professional environment. The conduct standards that apply to any professional setting apply here.

4.1 — COMMUNICATION CONDUCT

- Communicate with agencies professionally and respectfully at all times
- Raise disagreements through the platform messaging — not through public posts or social media
- Do not contact agency clients directly outside the platform without explicit permission
- Do not solicit additional work, referrals, or payment outside the platform during an active campaign

4.2 — PROFILE INTEGRITY

- Keep your profile information current and accurate
- Update your reach statistics when they change materially — up or down
- Do not create multiple profiles on the platform
- Do not transfer, sell, or share your account with another person

4.3 — NETWORK INTEGRITY

- Do not attempt to circumvent the platform to conduct campaigns directly with agencies you met through AGENTPR™
- Campaigns initiated through the platform must be managed and paid through the platform
- Circumventing the platform deprives AGENTPR™ of its facilitation fee and is grounds for immediate removal

5. Financial Integrity

All campaign payments on the AGENTPR™ network are processed through the platform. This protects both influencers and agencies — and ensures the commission structure is applied consistently.

5.1 — FEE AGREEMENT

- Agree your campaign fee inside the platform before beginning any work
- Do not begin content creation until the agency has deposited the agreed fee into escrow
- The platform holds fees in escrow until the agency approves your content submission

5.2 — COMMISSION STRUCTURE

AGENTPR™ retains 10% of the agreed campaign fee as a platform facilitation commission. You receive 90%. This commission is applied automatically on payment release. By registering on the network you agree to this structure.

5.3 — PAYMENT PROCESS

- Payments are released to your registered bank account within 1-3 business days of campaign approval
- Ensure your bank details in your dashboard are current and accurate — incorrect bank details that cause payment failure are your responsibility
- Raise payment disputes through the platform — not through external channels
- AGENTPR™ is not liable for delays caused by your bank, incorrect account details, or force majeure events

5.4 — VERIFIED TIER

- The Verified tier (₦15,000/month) is a voluntary subscription for enhanced visibility
- Verified status does not guarantee campaign invitations
- Refunds on Verified subscriptions are not available once a billing period has commenced
- Cancellation takes effect at the end of the current billing period

6. Grounds for Removal

AGENTPR™ reserves the right to remove any influencer from the network for conduct that compromises the integrity, safety, or professional reputation of the platform. Removal may be immediate or following a notice period depending on the severity of the breach.

6.1 — IMMEDIATE REMOVAL — NO NOTICE

- Breach of brief confidentiality — sharing, publishing, or misusing confidential campaign information
- Falsification of reach statistics, audience demographics, or campaign experience
- Publishing content that defames, harasses, or discriminates
- Circumventing the platform to conduct off-platform campaigns with network clients
- Creating multiple accounts or transferring an account to another person
- Any conduct that exposes AGENTPR™ or its clients to legal liability

6.2 — REMOVAL WITH 14 DAYS NOTICE

- Repeated non-response to invitations or messages without explanation
- Repeated failure to deliver content on time without prior notification
- Sustained pattern of conduct inconsistent with professional standards
- Material misrepresentation that does not rise to the level of immediate removal

6.3 — CONSEQUENCES OF REMOVAL

- Removed influencers forfeit any Verified subscription fees paid for the current period
- Pending payments for completed and approved campaigns will be honoured
- Pending payments for campaigns in progress at the time of removal are subject to review
- Removed influencers may not re-register on the platform

If you believe a removal decision was made in error, you may raise a formal dispute within 14 days of notification by emailing support@useagentpr.com with the subject 'Influencer Removal Dispute'. Disputes are reviewed by a named human and responded to within 14 business days.

GOVERNANCE

Platform	AGENTPR™ Influencer Network
Operated by	Cihan Media Communications
Accountable person	Dr. Celestine N. Achi — Founder & CEO
Contact	support@useagentpr.com
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AGENTPR™ Influencer Network — Code of Practice

Africa's first PR-grade influencer network.

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