

Tupperware U.S. & Canada Social Media Policy

It's been proven that the home party is the BEST path to success in Tupperware. Building relationships through shared moments, tips and recipes remains the most efficient (and fun!) way to build your party sales, party lineup and, therefore, your earnings. That salsa just isn't quite as delicious on Pinterest as it is in person.

Your social media profiles can be a great way to support your party-focused business, as they greatly extend your marketing reach and enhance your professional image. To help you be successful as you market your business, and to protect the integrity of our powerful brand image, follow these simple DOs and DON'Ts.

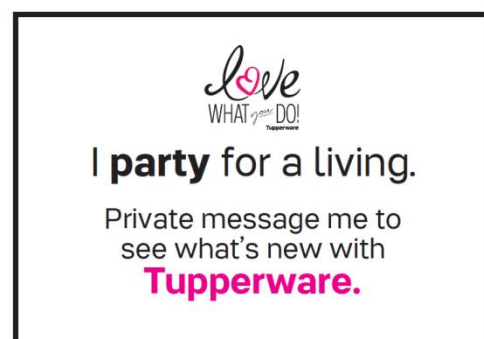


- Connect with new Consultants, favorite Hosts and potential recruits with your personal social media profiles (Facebook, Twitter, Instagram, Pinterest, etc.), a Facebook business page or closed Facebook groups you create yourself.
- Share customer and recruiting (Say Yes) offers on your personal social media profiles or Facebook business page when they're available for order, at the official price.
 - To help you date parties, you can share Host offers one week before they're available for order.
- If you want to set up a Facebook business page, you must enter your personal name in the "Business or Place Name" field, though you can use the word Tupperware in combination with your name. Example: Cheryl Smith Tupperware Lady.
- Like, comment, share or retweet posts from the official Tupperware U.S. & Canada social media accounts. We're frequently sharing the latest offers to make it easy for you to promote them and entice Hosts and potential new Consultants:
 - [Facebook.com/TupperwareUSCA](https://www.facebook.com/TupperwareUSCA)
 - [Twitter.com/TupperwareUSCA](https://twitter.com/TupperwareUSCA)
 - [Pinterest.com/TupperwareUSCA](https://www.pinterest.com/TupperwareUSCA)
 - [Instagram.com/TupperwareUSCA](https://www.instagram.com/TupperwareUSCA).
- Share your party fun by making photo albums of your parties, cooking demos and even casually cooking with Tupperware. Use #Tupperware or #tuplove with your posts.

- Balance your personal and business updates. Too many posts asking people to Host, buy or join may drive them away.
- Facebook parties—when held within a closed group or event—can be a great way to supplement your in-home parties when weather or busy schedules get in the way. Set up a closed group or event in Facebook, then add the Host and her guests. This way, you can share information with them and the information doesn't appear in your newsfeed. This helps you respect the privacy of your Host and her guests. It also helps you avoid advertising a party through your newsfeed, spamming your Facebook followers with the party posts. Use TupperConnect to support your Host and your business.
- Make sure your activities comply with the Terms of Use of the social media website. People may post things on your site you are uncomfortable with. It is your site and you may choose to remove this information from your website, blog or social media site.
- Feel free to share any Tupperware-related video, audio or photos that you create as long as it complies with your Consultant agreement and clearly identifies you as an independent Tupperware Consultant.



- **New. Enforcement begins January 2016:** You may not list or sell any Tupperware® products (including the Business Kit), seek recruits on the below channels, or give or sell products to anyone else who will sell through these channels:
 - Any online retail store, e-commerce site (such as eBay and Amazon)
 - Any online classified site or page (such as Craigslist, Facebook buy-sell-trade pages or yard sale sites created by you or anyone else)
 - Any Facebook pages or groups (open or closed) that you did NOT create yourself (such as neighborhood or Mommy & Me groups). The only way you may promote your business in Facebook groups (open or closed) that you did NOT create yourself is to share the approved image available on your Sales Force website under For You > Social Media Tips & Tools.



- Your Hosts and fundraiser organizers may promote their own parties or fundraisers wherever they find appropriate.
- **New. Enforcement begins January 2016:** You may not offer any currently available Tupperware products for less than the official price on any social media profiles, websites or blogs. You also may not “sell” Business Kits or offer free shipping on orders on any social media profiles, websites or blogs.
 - You may sell overstock or past samples in a closed group that you DID create yourself as long as you are not posting items with prices. It’s best for your business, and the brand, to treat these exclusive opportunities for your group members as “Sample Sales” (like high-end designers offer) rather than discount blow-outs. When posting any item, you should ask group members to private message (or otherwise privately contact you) for pricing details. Remember, though, that such items are best used to build your home party business (cash and carry, game prizes, Host incentives, etc.) or for rewarding your new Consultants as you grow your business.
 - You also may not offer products for less than the official price at a vendor event or when promoting your vendor event on your social media profiles, Facebook business page or your own private groups. For example, when posting online about your vendor event, a message such as this is OK: Join me at the Home Show today from 11–3 for awesome tips and special offers. A message such as this is NOT: The first 100 people who find me at the Home Show today will receive a FREE Water Bottle.
- **New. Enforcement begins March 2016:** Only Tupperware can use the words Tupperware, Tupper, Tupp or Tup for a web address (also known as domain name or URL).
 - While the “Business or Place Name” of your Facebook business page may include it, the unique Facebook web address (URL) cannot. Example: facebook.com/freshhandsassy is OK, facebook.com/TupSuzy is NOT.
 - For an email address, you can place anything you like before the @ symbol (but not after). Example: TupSuzy@gmail.com is OK. Suzy@TupSeller.com is NOT (because it includes Tup in the web address portion or URL).
- Don’t post your paid My.Tupperware website address on our official Tupperware U.S. & Canada social media accounts. We’ll remove any posts that list your paid My.Tupperware website address, or solicit recruits or sales in these locations.
- The only ecommerce website you may use to sell Tupperware® products or register new Consultants is your paid My.Tupperware website. If you set up a website or blog on which to

share your favorite recipes and tips, for example, any link for shopping or joining must send visitors to your paid My.Tupperware website.

- Don't enter Tupperware as your employer on any social media profiles. You're an entrepreneur or independent business owner. For website or company website, enter your paid my.Tupperware website.
- You may not create or distribute a mobile application, or app, to promote Tupperware® products or Opportunity.
- Do not use the Tupperware fountain logo anywhere. That is reserved for use only by Tupperware Brands Corporation.



- Online advertising such as paid search results (sponsored links) and pay-per-click ads may not include the word Tupperware. The link's destination website address (URL) must be your paid My.Tupperware website. Instead, you may bid on other keywords and keyword phrases such as "plastic products," "storage containers," "cake takers," "cookware," "kitchen gadgets," "microwave cooking," "fundraising," etc.
- Also, you may not purchase sponsored advertising keywords based on the word Tupperware or our trademarks, or variations, including obvious misspellings. Use the negative keywords feature to make a reasonable effort to make sure your ad doesn't appear for these Tupperware keywords.
- Don't be a spammer. Legally, you may only send email to people who ask you to send them information. Buying or renting lists of email addresses is not OK.

Tupperware randomly audits social networking and other websites to assure our policies are being followed. If you wish to report a violation, please send an email to guidance@tupperware.com. While most first offenses merit a warning, we may choose to suspend or close your Tupperware account for repeated infractions.

We reserve the right to terminate your Consultant Agreement at any time, based on the offense. Failure to adhere to all Tupperware policies also may result in further action including, but not limited to, the termination of your Consultant Agreement and legal action.