



INFLUENCER AGREEMENT

On this date,

Tivoli A/S
(hereinafter "Tivoli")
Vesterbrogade 3
DK-1630 Copenhagen V

and

Name:
(hereinafter "the Influencer")
Profile name/Social medium:
Contact details (email and/or tel.):

1. The agreement exclusively concerns postings on the social media, as specified below.

Media:

Number of agreed posts/stories:

Timing for posts/stories:

Description of post/story content:

2. Date and time of visit.

Date of task:

Number of people participating (including visitors):

Desired locations (e.g. buildings, rides, events):

- 1.
- 2.
- 3.
- 4.

3. Contact at Tivoli:

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We would like (if possible) someone from Tivoli to be present for the recording YES NO

4. Fee agreed

Fee:

5. The following handles and hashtags must be used, depending on content:

Tivoli generally: #tivolicph, #Tivoligardens / @tivolicph
Lillefredag: #tivolicph, #lillefredag, #pepsimax / @tivolicph
Nimb: @nimbcopenhagen, @tivolicph
Foodhall: #tivolicph, #tivolifoodhall / @tivolifoodhall, @tivolicph

6. The Influencer undertakes to always observe the Danish Consumer Ombudsman's Good Advice to Influencers on Hidden Advertising, which in particular includes:

- Always clearly writing the words "Advertisement" or similar **unambiguous** advertising identification on the actual image or at the start of the copy linked to the image.
Stating that the posting has been made "in consultation with Tivoli", or using such words as "ad", "spons" and the like, or simply tagging Tivoli is insufficient.
- Videos must be clearly marked with "Advertising", e.g. in the title, or introduction.
- If several successive videos are involved, you must clearly state at the start of each video that they are advertising, and each video must be clearly marked.
- Advertising links must be marked with "Advertising link" – either above the link, or as an extension of it.
- If you refer to a product from Tivoli that you have received as a gift, unambiguous details must be provided, e.g. by stating "I have received the product as a gift" or "I have received the product free of charge".
- Marking your posts or stories with "Advertising" must be extra clear if they are (also) aimed at children.

Find the full length advice from the Consumer Ombudsmand here (only in Danish):

https://www.forbrugerombudsmanden.dk/media/49742/17-10423-20-gode-raad-til-influenter-om-skjult-reklame-m-billeder-3044183_1_1.pdf

7. Posts/stories cannot be aimed at children or adolescents under the age of 18, nor can they encourage the consumption of alcohol, harassment, imply sexual undertones or the like, not be of an offensive nature in general.

8. Content containing pictures of alcohol can only be used if children/adolescents are excluded from the target group. The Influence can never appear under the influence of alcohol or drugs in any context of collaboration with Tivoli.

9. The Influencer undertakes to comply with Tivoli's general code of conduct and to obey all instructions issued by representatives of Tivoli.

10. The Influence is personally responsible for observing GDPR and other data protection rules, including ensuring the consent of anyone appearing in images, or other legal grounds for the same, in accordance with the data protection rules.

11. Tivoli can cancel this agreement if the above points are not observed. In such an instance, any fees already received shall be refunded/returned to Tivoli.

Date:

Date:

Signature, Influencer

Signature, Tivoli

Signature, Legal Guardian (for influencers under the age of 18)

Tivoli Kommunikation & Presse
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