



Britax Australia Blogger and Social Influencer Program

Terms and Conditions

1. About these Terms

1.1 These Terms and Conditions (Terms) apply to your participation in the Britax Australia Blogger and Social Influencer Program (Program).

1.2 In these Terms, "Britax", "we", "us", or "our" means Britax Childcare Pty Ltd.

1.3 "You" means the individual creator, blogger, influencer, or content creator participating in the Program.

2. Product Provided

2.1 Britax may provide you with Britax products and/or paid compensation for the purpose of:

- (a) creating honest, experience-based content about your use of the product,
- (b) publishing content on your approved channels, including social channels and/or a blog or website, and
- (c) providing usage insights and feedback when reasonably requested.

2.2 These Terms cover participation rules, content obligations, product conditions, safety requirements as per specific product manual, confidentiality, and rights relating to content created during the Program.

3. Definitions

3.1 **Products** means any Britax products provided to you, including any accessories, replacements, parts, or packaging.

3.2 **Content** means any photos, videos, reels, stories, carousels, captions, written reviews, blog posts, website content, testimonials, comments, and any other media you create, capture, publish, or provide to Britax in connection with the Program.

3.3 **Social Channels** means your social media accounts, including Instagram, TikTok, Facebook, YouTube, or other platforms agreed in writing.

3.4 **Blog Content** means Content published on your blog, website, or portfolio site, including written reviews, product pages, and embedded images or videos.

3.5 **Campaign Brief** means any written brief, email, or document from Britax that outlines deliverables, timelines, product information, and any specific requirements for a collaboration.

4. Eligibility and participation

4.1 By joining the Program, you confirm that:

- (a) you are at least 18 years old,
- (b) you are based in Australia,
- (c) you are able to receive deliveries at an Australian address, and
- (d) you have the right to publish Content on the channels you nominate.

4.2 Britax may accept or decline applicants at its discretion. Participation is not guaranteed.

5. Term

5.1 These Terms start on the date you accept them (Effective Date).

5.2 Unless stated otherwise in the Campaign Brief, these Terms continue for 12 months from the date the Product is delivered to you (Term).

5.3 All deliverables must be completed within the Term unless agreed otherwise in writing.

Rights to Content

6. Accuracy, approvals, and brand safety

6.1 You must not make false or misleading claims about Britax Products.

6.2 If Britax provides key safety points, product facts, or required wording, you must use them accurately.

6.3 Britax may request to review Content before posting to ensure product information and safety messaging are correct. If review is requested, you must provide drafts with reasonable time for feedback.

6.4 Britax may request edits where Content contains inaccuracies, safety issues, or misleading statements. Your honest opinion remains yours, but you must correct factual errors.

7. Product conditions and restrictions

7.1 If Products are gifted to you as part of the Program, the Product is provided at no cost in exchange for your participation and deliverables.

7.2 You must not sell, gift, loan, trade, or transfer the Product:

(a) at any time during the Term, and

(b) for at least 12 months from the date the Product was delivered to you, even after the Term ends.

7.3 The Product must remain in your possession and be used only by you and your immediate family for personal use.

7.4 If the Product is lost, stolen, damaged beyond normal wear, or involved in an accident, you must notify Britax as soon as reasonably possible.

7.5 You must not modify, alter, repair, or tamper with the Product.

8. Confidentiality

8.1 Any non-public product information, upcoming launches, campaign plans, pricing, internal materials, or documents shared with you are confidential.

8.2 You must not disclose confidential information without Britax's written permission.

8.3 Confidentiality obligations continue after the Term ends.

9.2 If terminated:

- Britax may request that the Product be returned at our cost,
- and all future content obligations will cease.