

SOCIAL MEDIA TERMS OF USE

Date: 12 December 2024

Purpose

Pet Circle is committed to ensuring that all online content associated with Pet Circle is accurate, respectful, and in compliance with Australian law, including the Australian Consumer Law (ACL) and the ACCC's guidelines on managing reviews and testimonials. We want to comply with the law and to ensure our social media interactions are honest, accurate, and free from misleading information.

These terms of use apply to anyone who posts content to, or otherwise interacts with, Pet Circle's social media accounts. They are supplemented by our [Product Review Guidelines](#), which apply to product reviews on our website. In the case of Pet Circle employees and contractors, these terms are further supplemented by our Compliance Policy and our Code of Conduct.

Pet Circle's social media pages

Pet Circle's social media pages are managed by Pet Circle. Views expressed by anyone other than Pet Circle may not reflect the views of Pet Circle. Pet Circle employees and contractors must not endorse any products or services on behalf of Pet Circle without approval.

Pet Circle is not responsible for the accuracy or reliability of information posted by other users (or Pet Circle employees or contractors posting without Pet Circle approval) to its social media pages, but is committed to supporting adherence to the general guidelines set out below.

General guidelines for social media use

Pet Circle expects all people who interact with Pet Circle on social media to follow these general guidelines:

- **Protect your privacy:** To protect your privacy, and the privacy of others, do not include personally identifiable information such as phone numbers, email addresses, or other personal information in your social media posting.
- **Respectful and Accurate Communication:** All communication must be respectful and free of offensive language or behaviour.
- **Disclosure of employment or commercial connection:** If you have a commercial or personal interest in Pet Circle (e.g. as a Pet Circle employee, as a manufacturer of goods we sell, or as a paid influencer or collaborator), you must clearly disclose that relationship with Pet Circle when mentioning or referencing the company on social media. This ensures that readers can distinguish between personal opinions of consumers and official statements from the company. For example, in a post, include a clear statement such as: "Pet Circle Staff" or "#ad" or "Paid Partnership".



- **Avoid Misleading Comments:** Consistent with Pet Circle’s commitment to compliance with the ACL, do not engage in misleading or deceptive conduct.
 - This includes maintaining the highest standards of honesty and transparency when posting content or commenting on your experience of purchasing goods or services from us. Posting misleading reviews, fake testimonials, or artificially inflating positive reviews is strictly prohibited.
 - Please do not make comments that could be perceived as misleading or which may misrepresent Pet Circle’s position, products, or services. All statements must be factual, honest, and respectful.
- **No infringement:** Do not infringe a person’s intellectual property rights. Please respect and acknowledge original creators when sharing content.
- **No unlawful content:** Do not post unlawful content, including any content that may violate privacy laws.
- **Violation of platform rules:** Please comply with the terms and conditions of the relevant social media platform.

Pet Circle reserves the right to block or ban any user that breaches these guidelines.

Following policy

From time to time, Pet Circle may “like” or follow other social media pages relevant to products or services we provide, our customers, our values or our business partners. Being followed by Pet Circle does not imply endorsement of any kind.