



# ADVERTISING GUIDELINES

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# LOGOS

## LegalShield Logo and Icon Usage:

- The LegalShield logo may be used when the document/page is talking about the LegalShield product or LegalShield as a company.
- Unless otherwise necessary, the logo should be at either the top or the bottom of the document in a corner.
- The LegalShield logo can only be from approved graphic files, using the proper colors, and can only be used on LegalShield-approved marketing.
- The LegalShield logo is always accompanied by the proper service mark: a registered trademark (®) for with the full logo (the “L” shield icon + the “LegalShield” text), and an “SM” mark when the “L” shield icon is used on its own.
- When the LegalShield name appears in text, the “L” and “S” should always be capitalized, and there should never be a space between “Legal” and “Shield.”
- The LegalShield logo should never be used in a sentence.
- If an associate is creating their own LegalShield marketing material, it must be approved by the Home Office via <http://connect.legalshield.com/approvalrequest>.
  - Submissions will only be considered if there are no current Corporate marketing materials with similar content available.
  - Associates, along with Brokers and General Agents, must submit marketing materials for consideration.
  - Use of the logo without written approval from the Home Office is prohibited.

## IDShield Logo and Icon Usage:

- The IDShield logo may only be used when the document/page is talking about the IDShield product.
- Unless otherwise necessary, the logo should be at either the top or the bottom of the page in a corner.
- If desired, the LegalShield logo may be used as a secondary logo at the bottom of the page to represent LegalShield as a company.
  - Verbiage can also be included in the disclaimer that states that IDShield is a product of LegalShield.
- The IDShield logo can only be from approved graphic files, using the proper colors, and can only be used on LegalShield approved marketing.
- The IDShield logo is always accompanied by the proper service mark – a registered trademark (®) for with the full logo (the “I” shield icon + the “IDShield” text), and an “SM” mark when the “I” shield icon is used on its own.
- When the IDShield name appears in text, the “I,” “D” and “S” should always be capitalized, and there should never be a space between “ID” and “Shield.”
- The IDShield logo should never be used in a sentence.
- If an associate is creating their own IDShield marketing material, it must be approved by the Home Office via <http://connect.legalshield.com/approvalrequest>.
  - Submissions will only be considered if there are no current Corporate marketing materials with similar content available.
  - Associates, along with Brokers and General Agents, must submit marketing materials for consideration.
  - Use of the logo without written approval from the Home Office is prohibited.

## Dual Logo Usage:

- The LegalShield and IDShield logos may only be used together when the document/page is talking about both the legal and IDT products.
- The LegalShield and IDShield logos may only be used together in one of two ways approved by the Home Office:
  - Combined in the approved lockup provided by the Home Office, at the top of the page.
  - LegalShield logo in the left corner and IDShield in the right corner, either both at the top or bottom of the page.
- The logos can only be from approved graphic files, using the proper colors, and can only be used on LegalShield approved marketing.
- When the dual logo is used, it is preferred that no other logo should be present on the page (ex: LS Business Solutions, etc.)
- When talking about both brands in text, LegalShield should come first, IDShield second. They will be separated by "and," "&" or a comma.
- The dual logo lock-up should never be used in a sentence.
- All associate marketing creation and submission guidelines apply to the usage of the dual logo.

## Ladies of Justice Logo Usage:

- The Ladies of Justice logo may be used when the document/page is talking about the LegalShield product or LegalShield as a company.
- Unless otherwise necessary, the logo should be at either the top or the bottom of the document in a corner.
- The Ladies of Justice logo can only be from approved graphic files, using the proper colors, and can only be used on LegalShield approved marketing.
- The Ladies of Justice logo font should not be changed or altered.
- The Ladies of Justice logo is always accompanied by the proper service mark: (SM)
- When the LegalShield name appears in text, the "L" and "S" should always be capitalized, and there should never be a space between "Legal" and "Shield."
- The Ladies of Justice logo should never be used in a sentence.
- If an associate is creating their own LegalShield marketing material, it must be approved by the Home Office via <http://connect.legalshield.com/approvalrequest>.
  - Submissions will only be considered if there are no current Corporate marketing materials with similar content available.
  - Associates, along with Brokers and General Agents, must submit marketing materials for consideration.
  - Use of the logo without written approval from the Home Office is prohibited.

## LegalShield en Español Logo Usage:

- The LegalShield en Español logo may be used when the document/page is talking about the LegalShield product or LegalShield as a company.
- Unless otherwise necessary, the logo should be at either the top or the bottom of the document in a corner.
- The LegalShield en Español logo can only be from approved graphic files, using the proper colors, and can only be used on LegalShield-approved marketing.
- The LegalShield en Español logo is always accompanied by the proper service mark –(SM)
- When the LegalShield en Español name appears in text, the “L” and “S” should always be capitalized, and there should never be a space between Legal and Shield.
- The LegalShield en Español logo should never be used in a sentence.
- If an associate is creating their own LegalShield marketing material, it must be approved by the Home Office via <http://connect.legalshield.com/approvalrequest>.
  - Submissions will only be considered if there are no current Corporate marketing materials with similar content available.
  - Associates, along with Brokers and General Agents, must submit marketing materials for consideration.
  - Use of the logo without written approval from the Home Office is prohibited.

## Associate Logo/Naming Usage:

- Associates must always clearly and prominently identify themselves as a “LegalShield Independent Associate.” Associates who are at a level where they qualify for an additional title may list their title followed by: “LegalShield Independent Associate.”
- Associates cannot call themselves an “IDShield Independent Associate” unless specifically approved by the Home Office.
- Capitalize the proper name and instances where it is used as a title. Use the full name on first reference to make the distinction from LegalShield employees. For generalizations, use lowercase.

### EXAMPLES:

- We have LegalShield Independent Associates throughout the country.
- LegalShield Independent Associate John Doe is attending convention.
- We have associates throughout the country.

## Business Solutions Logo/Naming Usage:

- Brokers and General Agents who sell LegalShield should continue to use their existing titles and do not need to mention LegalShield as long as they show Agent status. Those Brokers/General Agents who want to specifically market using LegalShield may clearly and prominently identify themselves by their own name followed by: “LegalShield Independent Associate.” Brokers and General Agents who are at a level where they qualify for an additional title, may list their title followed by LegalShield Independent Associate.

### EXAMPLES:

- Jane Smith, LegalShield Independent Associate
- Jane Smith  
LegalShield Independent Associate
- Sub-brand logos are reserved for Home Office use only. Sub brands (Broker, Affinity) may be used on presentation material and to identify specific programs. Employees with a reporting relationship up to Vice President, Affinity may use the Affinity sub brand marks on stationery.

# GENERAL MARKETING & COMMUNICATION GUIDELINES

LegalShield Independent Associates must follow these Policies and Guidelines in marketing and promoting their LegalShield businesses. LegalShield reserves the right to change, modify, or discontinue these Policies and Guidelines at any time at its sole discretion. Violation of these Policies and Guidelines may result in termination.

It is important to understand that, as a matter of policy, LegalShield does not endorse or approve advertisements that are not supplied or approved by the Company. If you advertise your business without an approved advertisement, you do so at your own risk and are subject to federal, state/provincial, and local regulatory requirements. If you advertise your business using an unapproved website/URL, you do so at your own risk and expense and are subject to any related expense from correcting your unapproved website/URL. Ignoring these requirements and publishing anything that violates regulatory guidelines can result in investigation and consequences if you're found to have committed violations. If a federal, state/provincial, or local agency/entity charges you with violations, LegalShield is to be held completely harmless.

Punishment for violations can include fines, loss of your business, and in extreme cases of fraud or theft could result in incarceration.

- Associates must always clearly and prominently identify themselves by their own name followed by: "LegalShield Independent Associate." Please see the naming usage section of these guidelines for further details.
- LegalShield Associates, Brokers and General Agents may only use authorized marketing and training materials. Authorized materials include materials supplied by the Home Office or materials created by an associate and approved by the Home Office. Materials that may not be created include but are not limited to CDs, videos, audios, revenue generating websites, or electronic application.
- Associates, Brokers and General Agents may not copy or reproduce by any method images, graphics, product photographs or photographs of any person, model, or celebrity found in LegalShield's brochures, other promotional materials, videos, or literature of any kind.
- Associates, Brokers and General Agents may not record, photograph, or otherwise duplicate company training events, presentations, conferences, or other information to distribute in any way. Associates may take recognition photos and place them on their LegalShield-approved website and Facebook page.
- LegalShield Associates, Brokers and General Agents are responsible for making truthful, accurate, and legally acceptable product claims. Failure to do so may result in termination.
- Associates, Brokers and General Agents may not speak on behalf of the Company to any media, print or electronic, such as but not limited to newspapers, television stations, radio stations, news websites and blogs. This also includes creating and releasing press releases.
- Associates, Brokers and General Agents may not speak for, or represent the Company at industry conferences or events without prior written permission from the Company. This includes industry conferences, trade shows, discussion panels, etc. Local trade shows, conferences, and organizations are allowed.
- Associates, Brokers and General Agents may not use income statements or projections, or proclaim how "easy" it is to achieve results or reach achievement levels (such as Millionaire Club or Million Dollar Ring Earner) when discussing or marketing the business opportunity.
- Associates, Brokers and General Agents may not disclose confidential or private information (including, but not limited to proprietary Company information or the private individual information of others).
- Associates, Brokers and General Agents may not use the same user account, or any other connected/related accounts, to promote any other network marketing opportunity, legal services-related product/service, or identity theft-related product/service, either through intentional solicitation or unintentional alerts. Doing so violates the terms of your Associate Agreement. Please refer to your Associate Agreement for details.

## Advertising

Advertising can be costly without always providing a high return on the financial investment. LegalShield advises you to use caution when electing to spend dollars advertising. Associates, Brokers, and General Agents are responsible for all their own advertising expenses and costs.

## Website Guidelines

### INDEPENDENT ASSOCIATE WEBSITES

We recommend that Independent Associates, Brokers and General Agents use their authorized LegalShield Advantage websites (wearelegalshield.com) in connection to advertising or promoting their LegalShield business. Personal websites that are biographical with general information about the LegalShield product must be submitted for approval. For Brokers and General Agents, the site must make it clear that you are a Broker or General Agent selling LegalShield product(s) and cannot be represented or presented as an official LegalShield website to be approved. Independent Associates, Brokers and General Agents may not use any Home Office content, including but not limited to graphics, images, videos or materials on personal websites (e.g. you cannot scan a LegalShield brochure and use the graphics on a personal site).

Independent Associates may not use their LegalShield web page to advertise or promote businesses, products, or services not related to LegalShield. Also, they may not link to non-LegalShield websites or web pages from their personalized page.

A Broker or General Agent may only use his or her personal webpage to advertise or promote other lines of businesses, products, or services related to their agency. If a Broker or General Agent has a LegalShield website, they may link to it from their personal website. The link must be clear either via the use of the link itself or in context with the rest of their site that it is a link to their LegalShield website and not a Corporate site.

### URLS & REDIRECTS

URLs must strictly reflect an Independent Associate's name and business and should not be conceptual. The URL cannot make it seem as if you are corporate or a corporate entity. The URL cannot make an income statement. The URL cannot be masked/hidden.

The following words cannot be approved for use in your URL: advice, affordable, aide, attorney, broker, cash, court, defender, defense, docket, fraud, free, ID, identity, IDT, insurance, justice, Kroll, law, lawyer, legal, liberty, name, paid, paralegal, Pre-Paid, prepaid, protect, Shield, Solutions, theft, any derivative of LegalShield or the Pre-Paid Legal Services, Inc. name, or any subsidiary (including initials). You may not use any marketing phrases that are used by the Corporate Office, such as ADRS or CDLP. Your URL should not sound like you yourself are providing legal advice or services. The URL cannot make it seem as if you are corporate. This list is not all-inclusive and is not limited to the above words.

Associates, Brokers and General Agents may not create, operate, or maintain any website or webpage with the following:

- The words "LegalShield," "IDShield" or "Pre-Paid Legal" as if you are a corporate entity.
- Any LegalShield trademarks (Ask, Launch, Prospect, Shake by LegalShield, etc.)
- Any product or opportunity claims (e.g. [www.lssavetheday.com](http://www.lssavetheday.com), [www.lsmakesmoney.com](http://www.lsmakesmoney.com), etc.)

These cannot be used in all or part of the URL (e.g., "[www.LegalShieldproductsandmore.com](http://www.LegalShieldproductsandmore.com)," "[LegalShieldproducts.xyz.com](http://LegalShieldproducts.xyz.com)," or "[www.xyz.com/LegalShieldproducts](http://www.xyz.com/LegalShieldproducts)")

The same guidelines apply to using LegalShield and IDShield logos online. Whenever possible, the RGB logo should be featured in the top left hand corner of the page.

## **SPECIALTY WEBSITES**

Platinum Executive Directors, Regional General Managers, and Network and B2B Vice Presidents are authorized to develop non-revenue generating team and/or region support websites. These sites are not marketing sites but support-based websites. The sites must comply with brand and regulatory policy and will be subject to review. When these sites are developed, the owner of the site must submit via <http://connect.legalshield.com/approvalrequest> prior to going live. Content that may be on the website includes:

- Calendars
- Directions about how to obtain product/sales information
- Links to personal development resources
- Links to Corporate information and resources
- Personal messages
- Approved training materials

These websites may link to the Corporate product or opportunity pages.

## **Online Advertising Guidelines**

### **GENERAL ONLINE GUIDELINES**

As an Independent Associate, Broker or General Agent, you may not use, purchase, or register any domain names, URLs, keywords, programmatic data, metatags or email addresses that include, in whole or part, the LegalShield, IDShield, or Pre-Paid Legal name or any of LegalShield's trademarks (Ask, Launch, Prospect, or Shake by LegalShield, etc.). To the extent a LegalShield Independent Associate, Broker or General Agent violates this policy, such person acknowledges and agrees that he or she will, promptly upon LegalShield's request, transfer any such materials to LegalShield at his or her own expense. For online branding questions, please contact [webapprovals@legalshield.com](mailto:webapprovals@legalshield.com).

### **PAID DISPLAY GUIDELINES**

Independent Associates, Brokers and General agents may not place paid digital display (banner) advertising or pre-roll/video advertising that includes the LegalShield or IDShield names, or any other LegalShield trademarks or logos. This also includes page takeovers, text/link ads, advertorials, rich media ads, digital radio ads (e.g., Pandora, Spotify) and similar items.

### **SEARCH GUIDELINES**

Independent Associates, Brokers and General Agents may not engage in any keyword advertising (aka PPC or paid placement).

Additionally, Independent Associates, Brokers and General Agents may not place paid search advertising that includes the LegalShield or IDShield names, or any other LegalShield trademarks. The exception is if it is part of a Corporate-sponsored program.

Monitoring of paid search placement to identify and confirm the use of prohibited activities is conducted through the Associate Services Department and will look at daily search results for prohibited items such as proprietary terms, trademarks, redirecting links, and paid search placement through various search engines. In the event that this activity is identified and confirmed, it is then reviewed and the offender is informed of the prohibited activity being utilized. The offender is required to remove any and all prohibited activity and will continue to be monitored. Termination of the offender's Associate Agreement is an option.

## DEFINITIONS

Below are definitions of online advertising terms to help clarify these guidelines:

- **“Prohibited Paid Search Placement”** means an advertisement that you purchased through bidding on keywords, search terms, or other identifiers (including Proprietary Terms) or other participation in keyword auctions, affiliate networks, mobile networks or other media venues that target based on keywords.
- **“Proprietary Term”** means keywords, search terms, or other identifiers that include the word “LegalShield,” or “IDShield,” or “Pre-Paid Legal Services,” or any other trademark of LegalShield or its affiliates (Ask, Launch, Prospect, or Shake by LegalShield, etc.) or variations or misspellings of any of those words (e.g., “legalshield,” “legal shield,” “idshield,” and “prepaid legal services”).
- **“Other Language”** means keywords that are associated with our products and services. These include terms like Kroll, attorney, free, lawyer, advice, or any area of law that is covered within our membership agreement or any service covered within our IDShield product offerings.
- **“Competitive Terms”** means keywords that are associated with our competitors including LegalZoom, Rocket Lawyer, Avvo, Lifelock, ID WatchDog, Info Armor or any other company that competes with legal services or identity protection.
- **“Trademark”** means any word, name, symbol, or device used by a company to distinguish its goods or services from others.
- **“Redirecting Link”** means a link that sends users indirectly to your wearelegalshield.com site via an intermediate site or webpage and without requiring the user to click on a link or take some other affirmative action on that intermediate site or webpage.
- **“Search Engine”** means Google, Yahoo, Bing, or any other search engine, portal, sponsored advertising service, or other search or referral service, or any site that participates in any of their respective networks.

Associates may advertise non-branded (without proprietary terms listed above) key words that promote themselves and or team. Keyword examples, “Darnell Self,” “Darnell Self Maryland,” “Team NuVision,” “Darnell Self Team NuVision,” “NuVision,” or “Darnell Self Training.” Text ads must be submitted for approval.

Associates may also develop ads within the Facebook ad platform or other social networks like Twitter to promote recruiting and/or our products via remarketing to friends and/or friends of friends on Facebook. Acceptable copy examples: “Learn more about LegalShield Opportunity” or “Ask me why you need to protect your ID.” Social ads must be submitted for approval.

Craigslist advertising for LegalShield recruiting or business opportunity is prohibited.

## MOBILE ADVERTISING GUIDELINES

Independent Associates, Brokers and General Agents may not purchase any form of mobile advertising that includes the LegalShield or IDShield names, or any other LegalShield trademarks. This also includes “Pre-Paid Legal.”



## Social Media

### UNIVERSAL SOCIAL GUIDELINES

LegalShield reserves the right to remove any and all content and comments at its discretion. Any content or comments it deems as spam, unlawful and/or threatening against LegalShield Members, Providers, Associates, guests, or others, or to LegalShield's network or computing systems, will be removed and reported to the site on which the content or comments appeared.

The following types of content will not be tolerated on LegalShield Independent Associate social business accounts:

1. Profane, defamatory, offensive, racially charged, or violent language
2. "Trolling" or posting deliberately disruptive statements meant to hijack comment threads or throw discussions off-track
3. Attacks on specific groups or any comments meant to harass, threaten or abuse an individual
4. Hateful or discriminatory comments regarding race, ethnicity, religion, gender, disability, sexual orientation or political beliefs

As Independent Associates and representatives of the company, the above should also be followed within your personal social media accounts. Failure to do so could result in termination.

Please read the social media guidelines before conducting a social, online presence.

LegalShield encourages its guests to report infringing content to the appropriate site according to each site's terms of service.

You can find the social media guidelines [HERE](#).

If you have questions about LegalShield's social networks and/or this policy, please contact [associateservices@legalshieldcorp.com](mailto:associateservices@legalshieldcorp.com).

## Email Guidelines

### EMAIL ADDRESS

Independent Associates, Brokers and General Agents may not create an email address that includes any term that is the same as or similar to "LegalShield," "IDShield" or any other LegalShield trademark.

E.g., LegalShieldCoverage12345@gmail.com

### EMAIL MARKETING

LegalShield recommends you use Prospect by LegalShield for all email marketing. With Prospect, email marketing rules are already followed so you don't have to worry about it.

If Independent Associates, Brokers and General Agents purchase email lists for the purpose of unsolicited outbound email marketing, please keep the following in mind.

If sending emails as a way to market to a lead, the Associate, Broker or General Agent must ensure they are compliant with the CAN-SPAM Act (more information on the act [HERE](#)).

Content/links inside emails need to be approved via <http://connect.legalshield.com/approvalrequest>.

#### Key points of the CAN-SPAM Act:

- Do not use false or misleading header information or subject lines.
- Tell recipients how to opt out of receiving future emails and honor any opt-out requests promptly (within 10 business days).
- Tell recipients where you are located.
- Identify the message as an advertisement.

#### **BEST PRACTICES FOR EMAIL MARKETING:**

- In addition to clear opt-out options, it's recommended to include an opt-in email before starting a new campaign.
- If you don't actively engage with or send to your subscribers, your permission to do so can go stale. If you haven't sent to them recently, it is a good idea to reconfirm their addresses.
- Include a permission reminder in each campaign that explains how the subscriber got on your list and why they are receiving emails from you.
- Inactive subscribers should be re-engaged to confirm interest. If they do not respond to a re-engagement campaign, it might be best to remove them from your list.
- Consider keeping one master list of email addresses and preferences and sort them into groups to reduce likelihood of duplicate subscribers or failing to remove a recipient who has unsubscribed.
- One-off/small batch email communications:
- If sending directly to leads/contacts, it is still recommended you follow the above best practices and you must stay compliant with CAN-SPAM.
- If possible, it is recommended to have more personalized or tailored communications when sending as one-off or small batches.

## **Print Advertising**

LegalShield Independent Associates, Brokers and General Agents may place Company-approved advertisements in certain publications. Use only advertisements provided by LegalShield and follow the guidelines below on the types of publications allowed. The name and type of publication requires prior approval from the Home Office via <http://connect.legalshield.com/approvalrequest>. If the publication is also available online, the advertisement may be included in the online version.

#### **LegalShield provided advertisements are available at:**

- Licensed Vendors  
- [www.thelegalshieldstore.com](http://www.thelegalshieldstore.com)

#### **Examples of print advertising allowed:**

- Local community newspapers or magazines
- Church and organization newsletters – provided they are not controversial or political
- Local sports teams' programs or newsletters
- Multilevel marketing publications – Executive Director and above only
- Trade Show Publications that the Associate is participating in

#### **Print advertising not allowed:**

- All national magazines (ex: Time, Redbook, etc.)
- All national/regional magazines (ex: Texas Monthly, The Washingtonian, New York Magazine, etc.)
- All industry or trade association magazines (ex: Employee Benefit News, California Broker, etc.)
- National newspapers (ex: USA Today, The New York Times, The Wall Street Journal, etc.)

## Direct Marketing

There are several federal regulations that prevent us from allowing our associates to do certain types of direct marketing.

### Direct marketing allowed:

- Associates may purchase email lists where the person has requested they be contacted about new products, provided they submit their email message to the Corporate Office for approval (see previously mentioned Email Guidelines, page 12, for more details).
- Associates may mail postcards about the membership or opportunity, provided they use a Corporate-approved postcard.

### Direct marketing not allowed:

- Associates may not contact prospects by using auto dialers. This is a violation of the Telephone Consumer Protection Act.
- Associates may not send, transmit, or otherwise communicate any “spam” or unsolicited email messages related to LegalShield due to the CAN-SPAM Act of 2003. Further details about this act can be found in the Email Guidelines on page 12.
- Associates may not fax unsolicited LegalShield material to prospective members or associates. The Telephone Consumer Protection Act of 1991 prohibits this.
- Due to the complexity of federal and state regulations, associates may not telemarket LegalShield products or the opportunity.
- Associates may not use the LegalShield name or trademark in any coupon mailer packs, such as ValPack.
- Associates may not distribute marketing materials in certain public areas where it is not legally allowed. This includes but is not limited to: public distribution of fliers, brochures, business cards, or other advertisements on any portion of a motor vehicle not owned by the associate, and unlawful distribution of materials in mailboxes without postage.
- Fliers, posters, or other advertisements may not be posted on public utility poles.
- LegalShield related materials of any kind cannot be distributed on property occupied by a court house.

## Other Media Advertising

Any advertising in the following categories must be submitted to the Corporate Office for review and approval before they are purchased or placed. Both creative and media placement must be submitted to <http://connect.legalshield.com/approvalrequest>

- Radio
- TV
- Billboards
- Outdoor/Transit
- Other

## Apparel/ Signage/ Giveaways

LegalShield provides quality apparel, signage, and promotional materials for purchase through our partner website. Associates, Brokers and General Agents are encouraged to purchase materials through:

- [www.thelegalshieldstore.com](http://www.thelegalshieldstore.com)

If an Associate, Broker or General Agent would like apparel or promotional items that are not available through our partner websites, they must submit it via <http://connect.legalshield.com/approvalrequest> for approval.

## Public Relations

Associates are not allowed to speak on behalf of the company or represent themselves as an employee of the company to the media. This would include such things as speaking on a radio or television talk show, speaking to a reporter, writing any type of article for a publication, posting an article online, blogs, etc. This also includes writing and submitting press releases. If contacted by a reporter, notify the Corporate Office Public Relations immediately by emailing [adapprovals@legalshield.com](mailto:adapprovals@legalshield.com).

### SCENARIO 1:

A reporter leaves you a voicemail/ message or sends you an email. Do not respond. Notify Public Relations immediately including as much detail about the reporter as possible.

### SCENARIO 2:

A reporter reaches you via phone or you're approached by a reporter in person. Respond with the following statement: "I am not an authorized LegalShield spokesperson. You can contact our Public Relations department at [adapprovals@legalshield.com](mailto:adapprovals@legalshield.com)."

## Other Guidelines

### DIRECTORIES

If an associate would like to advertise in the Yellow Pages or other directories, they may list themselves in directories but not under the name "LegalShield." You must submit your listing as "Name, LegalShield Independent Associate." Associates must list in the Yellow Pages under "Legal Service Plans" and may not list in the Yellow Pages under "Insurance," "Attorneys," "Referral Services," or any heading that implies you are a lawyer.

### ANSWERING MACHINES AND VOICEMAIL

You must always identify yourself as a LegalShield Independent Associate.

Approved VM Sample Message:

"Hello, you have reached the office of (name), a LegalShield Independent Associate. Please leave a message, and I will return your call as soon as possible. Thank you for calling."

### OFFICE SIGNS

Office signs must show that you are an Independent Associate. Your office cannot look like a branch office of LegalShield. If you want to use the LegalShield logo on your sign with your name, you must submit the request via <http://connect.legalshield.com/approvalrequest>

Approved Office Sign Example:

- Jane Doe  
LegalShield Independent Associate

### ONLINE AUCTIONS, MARKETS, OUTLETS, AND NON-TRADITIONAL SALE LOCATIONS

Associates may not list for sale or advertise LegalShield products or the LegalShield selling opportunity in online auctions (including, but not limited to: eBay, Yahoo, and Craigslist).

Associates may not sell LegalShield products at locations where discounted merchandise is typically sold (including, but not limited to: garage sales, swap meets, and flea markets).

## Distribution of Corporate Materials

The correct material for writing business in each state or province must be used. Do not send or take your material into another state/province unless you are certain the material is accurate for that state/province.

Members receive their Provider Law Firm information with the digital membership packet that is sent to them. Do not give the Provider Law Firm information until after a membership is purchased. This includes the Provider Law Firm's name, phone number, and brochures. Violations put the company and the Provider Law Firm in jeopardy because of various state and bar requirements.

## Presentations and Videos

Associates are only allowed to use company-produced presentations and videos unless prior approval has been given by the Corporate Office. (See Submission Guidelines).

These materials are copyrighted materials and cannot be altered in any way or used in any non-LegalShield event or meeting.

## Submission Guidelines

### GENERAL SUBMISSIONS

Associates must submit all marketing created outside of the Corporate Office for approval. The marketing/ advertising items listed below, even if produced by Corporate, must be submitted for approval before use. For these items, creative as well as media buy/placement must be submitted for the request to be considered.

- Radio
- TV
- Billboards
- Outdoor/Transit
- Online Advertising

### VIDEO SUBMISSIONS

To submit self-produced video content, provide a script and/or storyboard of the proposed video to be produced. When you receive approval for production, you can begin shooting and editing. When you have a final video ready to go, send it in for validation against the approved script and/or storyboard. We realize that some things can change during production, but the second review is required to ensure your video remains in compliance. Our primary concern with videos is that they are truthful, present facts in the correct context, and do not use income statements, projections (such as images reflecting extraordinary wealth like big houses, exotic cars, or lavish lifestyle), or proclaim how "easy" it is to achieve results or reach achievement levels (such as Millionaire Club or Million Dollar Ring Earner) when discussing or marketing the business opportunity.

## Submissions for Consideration of Exception to Guidelines

- Submissions will only be considered if there are no current corporate marketing materials with similar content available for use by the associate. All exceptions must be approved before they are made public.
- A written request must be submitted via the process outlined below with an explanation of why the current items provided by LegalShield are not able to meet the associate's need.
- The request will be reviewed and if it is determined an associate may produce the marketing/ advertising/ training item, they will be notified and might need to submit additional information for the item to be approved for use.

## Process for Submission

1. Compile ad copy, creative, and placement details to submit through <http://connect.legalshield.com/approvalrequest>
2. Team will review request. If additional information is needed, the associate will be contacted. There are two levels of approval:
  - Regulatory: request must pass and meet all regulatory guidelines established by various agencies that govern our business.
  - Brand: request must adhere to brand guidelines (available on AO).
3. A response will be given on most requests within 72 business hours. More complex requests may require up to one business week to respond. Responses will be returned via email and all requests will be returned with a response. Submissions will not be discussed or approvals granted over the phone. Responses can be one of three things:
  - Approved: the submission is approved and the associate may continue moving forward with the item.
  - Edits needed: the submission is close to approval but needs editing. Those edits will be provided to the associate.
  - Denied: If the submission concept or content is not close to an approved stage, it will be denied with an explanation of the reasons for denial.

## Failure to Comply

Advertising your LegalShield business is at your own risk and expense, and subject to all applicable legal requirements. Violation of this policy, LegalShield guidelines, or any applicable laws can result in legal charges. LegalShield reserves the right to terminate your Associate Agreement or take other appropriate action for violation of this policy or any laws.

# DO'S AND DON'TS

## Associate Marketing/Advertising

The following will provide guidelines for FTC compliance for independent sales associates and corporate use for materials, ads, fliers, websites or other media.

For years, the FTC has challenged unfair and deceptive multilevel marketing practices to have all industry participants play by the same rules and to protect consumers from unscrupulous practices. Recent actions have been taken by the FTC against companies, one resulting in a historic \$200 million settlement. Violations include false or unsubstantiated earnings claims as well as truth in advertising claims. While the FTC does not provide a list of guidelines per se, the recent public orders do shed some light on acceptable advertising practices. LegalShield is committed to meeting and exceeding FTC guides and expectations. As a result, we have refocused and redoubled efforts on income and lifestyle claims.

We focus on True Statements + Proper Disclaimers + Income Disclosure Statement. We do this by a few key ways: Prohibit Misleading Representations. We must make sure there are no misleading money-making representations or claims. Keep in mind that even a truthful income testimonial can be misleading if typical associates are unlikely to achieve those same or similar results. The FTC's position is that very few MLM participants make more than a small amount of income. See the "How Much Can I Make?" section of our own income disclosure statement for helpful data.

### AUDIENCE TARGETED COMMUNICATIONS

We must know who the audience is. Materials are more restrictive for outside audiences, prospects, and new associates. We must be accurate and open to anyone not currently in our LegalShield family. Additionally, acceptable representations may vary based on the level or success of the associate audience. In other words, what may be appropriate for Platinum associates would not necessarily be appropriate for new associates or even Executive Director associates. Further, the medium is important. We must be aware of how the representation is being used, and where. In other words, is it a video or a printed material? Is it to be published in a closed group or to the general public? The FTC mandates that these considerations be made for all representations.

### INCOME CLAIMS

To avoid potential misrepresentations or misleading claims, make sure you are aware of who the audience is, that there are no unreasonable expectations as to income, the time it takes to build a business, and the effort it will take. Every story is different. No journey is the same. Income claims should never imply the road is easy.

### LIFESTYLE CLAIMS

The FTC has been more clear on prohibitive lifestyle claims. Specifically, prohibited lifestyle claims include exotic vehicles, expensive houses, lavish lifestyles, yachts, private planes and helicopters. There is concern when any claim, testimonial or marketing material promotes a lifestyle that is out of reach for the average person or not likely to be attained. Job Related Claims. The FTC discourages any claim or representation that implies a MLM business is a "job" or "full time income." While there are success stories of full time income from a MLM business, the FTC concern is that most people, the majority of people, will never be able to replace a job with a MLM business. For the protection of the prospect or recruit, the FTC requires that no representations be made which imply or suggest full time employment.

With these general ideas in mind, we have prepared a list of a few "dos and don'ts." The list is meant to be illustrative and is not exhaustive.

# DO'S & DON'TS

## Don't Say:

## Instead Say:

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Travel the world  
Travel the world for free  
See the world for free

Opportunity to earn trips, recent destinations included. Rewards or incentive trips available for meeting qualifications.

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Quit your day job  
Fire the boss  
Set for life

Work ethic, focus, discipline. Build a team/business over time.

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Career level income

Demonstrate real commitment to the LegalShield system and achieving results

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Full-time income/Part-time work

Earn income in proportion to the service you provide

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Don't tie flexibility and time to income.

You can plan the schedule for your LegalShield business which can help you plan for family events.

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No pictures of exotic vehicles, expensive houses, lavish lifestyles

Family photos in normal settings. Tell story without lavish lifestyle claims

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Earning claims that don't reflect what typical participants achieve.

Tell story without earnings claims. Always include disclaimer.

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Get rich quick.

Take time, effort to build a successful LegalShield business. It is not a pathway to quick riches.

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Unreasonable expectations as to income.

Associates may earn more over time if they are successful at building a network of associates.

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Financial freedom

Financial opportunity.

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Time freedom

More time to build your business. Time freedom is related to the work you put in.

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It's easy

LegalShield's process is easy to follow and easy to get started, but work is required. Success is never easy.

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Lamborghinis, Porsche, private planes, Yachts

BMW, Lexus, Mercedes

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Photos of cash, dollar bills, money

Income levels, with proper disclaimer.



# CONTACT

All submissions for approval should go through:

<http://connect.legalshield.com/approvalrequest>

Please direct all LegalShield branding questions to:

[adapprovals@legalshield.com](mailto:adapprovals@legalshield.com)

For online branding questions, please contact:

[webapprovals@legalshield.com](mailto:webapprovals@legalshield.com)

For any other questions, please call:

**Associate Services at 580-436-7424.**

*DISCLAIMER: LegalShield reserves the right to change, modify, or discontinue these policies and guidelines at any time at its sole discretion. Any advertising activities not covered in this document must be approved in advance by LegalShield. Associates, Brokers and General Agents must also comply with the provisions of their agreement with LegalShield, other Policies and Procedures, including those regarding advertising. No guarantee or promise of increased income or business is implied by this document.*