

3. SOCIAL MEDIA POLICY

Purpose:

To regulate brand representation, ensure ethical promotions, and prevent reputational risk on social platforms.

Key Provisions:

- **Personal Accounts:** Sellers must clearly disclose their independent status when posting business-related content.
- **Branding:**
 - Use only officially provided logos, designs, and promotional materials.
 - Do not create or run Eykaa-named groups/pages without written permission.
- **Prohibited Conduct:**
 - Fake testimonials, income promises, or misleading offers are strictly forbidden.
 - Negative comments about competitors or internal disputes should not be shared publicly.