



Ethical Advertising Policy

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We have used CAP (The Committee of Advertising Practice) and the British Code of Advertising, Sales Promotion and Direct Media as sources for our advertising rules.

Comparative claims are permitted in the interests of vigorous competition and public information.

All product comparisons should be fair and factual, and they should neither mislead nor be likely to mislead:

- They should compare products meeting the same needs or intended for the same purpose.
- They should objectively compare one or more material, relevant, verifiable and representative features of these products, which may include price.
- They should not create confusion between marketer and competitors or between marketer's products, trademarks, trade names or other distinguishing marks and those of competitors.

The Promotion Activities and the Affiliate Website shall not contain or use any content which is and/or any links to any website which contains:

- libellous, defamatory, obscene, abusive, illegal content
- Content which is invasive of any privacy and/or publicity rights
- Content which is infringing of any third party Intellectual Property Rights
- Criminal content, in violation of any law or which is in the opinion of MoreNiche otherwise objectionable.
- Content which promotes dangerous, unhealthy or unethical activities, for example, this includes, but is not limited to mental health issues, eating disorders, pornographic content etc.
- Any other content MoreNiche deems unethical.

- Misleading information, including but not limited to, making exaggerated claims about the product or setting unrealistic expectations about the results the customer should see.