

# INFLUENCER MARKETING AGREEMENT

Parties: \_\_\_\_\_

## Client Information:

Company Name: \_\_\_\_\_

Registered Address: \_\_\_\_\_

Contact Email / Phone: \_\_\_\_\_

## Influencer Information:

Full Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Email / Phone: \_\_\_\_\_

## Agreement Details:

Campaign Name: \_\_\_\_\_

Platforms to be used: \_\_\_\_\_

Deliverables Description: \_\_\_\_\_

## Compensation and Payment Terms:

Total Compensation: \_\_\_\_\_ GBP

Payment Schedule: \_\_\_\_\_

## Clause 1 – Appointment

The Client hereby appoints the Influencer to provide influencer marketing services as described in this Agreement, and the Influencer accepts such appointment subject to the terms and conditions herein.

## Clause 2 – Deliverables

The Influencer agrees to create and publish the agreed content on the specified social media platforms in accordance with the campaign objectives and timelines set out by the Client.

## Clause 3 – Compliance with Laws and Policies

The Influencer shall comply with all applicable UK laws, advertising standards, and platform policies, including but not limited to the ASA CAP Code, ensuring all promotional content is clearly identifiable as advertising.

## Clause 4 – Intellectual Property Rights

The Influencer grants the Client a perpetual, worldwide, royalty-free license to use the content created under this Agreement for marketing and promotional purposes across any media.

## Clause 5 – Confidentiality

Both parties agree to keep confidential any non-public information received in connection with this Agreement and to use such information solely for the purposes of performing their obligations herein.

## Clause 6 – Compensation

The Client shall pay the Influencer the agreed compensation as detailed above, subject to receipt of all required

deliverables and any applicable invoicing requirements.

**Clause 7 – Term and Termination**

This Agreement commences upon execution and continues until completion of the agreed services unless terminated earlier by either party with written notice in accordance with this Agreement.

**Clause 8 – Representations and Warranties**

The Influencer represents and warrants that all content provided is original, does not infringe any third party rights, and complies with applicable laws and platform guidelines.

**Clause 9 – Indemnity**

Each party agrees to indemnify and hold harmless the other against any claims, damages, or losses arising from breach of this Agreement or the infringement of any rights.

**Clause 10 – Limitation of Liability**

To the maximum extent permitted by law, neither party shall be liable for any indirect, incidental, or consequential damages arising out of or in connection with this Agreement.

**Clause 11 – Independent Contractor**

The Influencer is an independent contractor and nothing in this Agreement shall create an employment relationship, partnership, or joint venture between the parties.

**Clause 12 – Data Protection**

Both parties shall comply with the UK GDPR and Data Protection Act 2018 in relation to any personal data processed under this Agreement.

**Clause 13 – Governing Law and Jurisdiction**

This Agreement shall be governed by and construed in accordance with the laws of England and Wales. The parties submit to the exclusive jurisdiction of the courts of England and Wales.

**Clause 14 – Entire Agreement**

This Agreement constitutes the entire agreement between the parties regarding its subject matter and supersedes all prior agreements or understandings.

**Clause 15 – Amendments**

No amendment or modification of this Agreement shall be valid unless made in writing and signed by both parties.

**Clause 16 – Notices**

Any notice under this Agreement shall be in writing and delivered by hand, registered post, or email to the addresses set forth above.

**Clause 17 – Force Majeure**

Neither party shall be liable for failure or delay in performing obligations due to causes beyond their reasonable control, including acts of God, war, riot, or government action.

**Clause 18 – Severability**

If any provision of this Agreement is held to be invalid or unenforceable, the remainder of this Agreement shall continue in full force and effect.

**Clause 19 – Counterparts**

This Agreement may be executed in counterparts, each of which shall be deemed an original, and all of which together shall constitute one and the same instrument.

**Clause 20 – Signatures**

This Agreement is signed by authorized representatives of the parties as evidence of their acceptance and agreement to the terms herein.

**CLIENT'S SIGNATURE**

**INFLUENCER'S SIGNATURE**

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

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