

PUTTMAN Outsourcing Guidelines

October 1, 2022

These Guidelines describe the matters that PUTTMAN contractors are required to comply with when conducting advertising and referral services for PUTTMAN based on the PUTTMAN Outsourcing Agreement. Please confirm in the course of business execution.

Relevant Laws and Regulations regarding PUTTMAN

Do not use expressions that are contrary to the facts or exaggerated in a way that misleads anyone who intends to use PUTTMAN.

The Act Against Prevention of Unjustifiable Premiums and Misleading Representations is a law created to protect an environment in which general consumers can voluntarily and rationally choose better products and services. It restricts products and services with misleading representations, hype, etc., and prescribes maximum amounts, etc. on premiums.

- Clearly indicate that it is an advertisement.
- Misleading representations, manipulation of information, and misrepresentation are not permitted.
- Representations of effects or performance without reasonable grounds are not permitted.
- Misrepresentations indicating significantly superior qualities are not permitted.
- Representations that differ from the actual situation due to transaction conditions, etc. are not permitted.
- Representations that are false, exaggerated, or otherwise deceives the general public are prohibited by law.
- Advertisements on Internet sites (blogs), social media, and via e-mail are subject to regulation.

When introducing PUTTMAN, do not try to make it look better than it is, make misleading representations, show unsubstantiated information, or use expressions that differ significantly from PUTTMAN's specifications.

As an example, please refrain from expressions such as:

"Wow! The normal usage fee of \$9.00 (monthly) has been reduced to \$5.00! Click now!"

"The most popular app! The big hit PUTTMAN is here!"

"An amazing 90% continuation rate! Get this most-used app here!"

"PUTTMAN is available here only! Apply here!"

When using a photo unrelated to PUTTMAN, "No more 3-putt holes with PUTTMAN!"

"Using PUTTMAN made me better at putting!"

"Better than XX (name of another company's service)!"

Intellectual Property Rights

There are various types of intellectual property rights, such as copyrights, trademark rights, and design rights, which are protected by law with a certain period of protection. In addition, there are portrait rights for the faces and figures of all people, and in the case of celebrities and other notable persons, rights with regard to names, etc. are recognized as publicity rights.

Copyrights

Culturally created and expressed works are called copyrighted works, which are protected by law. Unauthorized use of copyrighted music, videos, and other copyrighted works of others is not permitted.

Reproduction, etc. of copyrighted works without the permission of the creator is copyright infringement except in the following cases.

Of course, even a part of the copyrighted work is an infringement of rights.

When introducing images, videos, etc. on the Internet, do not infringe copyrights.

Do not use commercially unavailable materials, social media postings, or other copyrighted works or content created by others without permission.

- Copyrights have a “period of protection”, after which works are freely available to anyone as long as it does not infringe on the moral rights of the creator.

Proprietary Rights

Celebrity names and photos may not be used without permission.

The “names and appearances” of celebrities and other notable persons such as entertainers have a value different from that of ordinary people, and are recognized as property rights that can be monopolized by the person themselves.

Trademark Registration

Unauthorized use of registered product names, service names, and marks is not permitted.

In addition, even if there is no trademark registration, unauthorized use of prominent product names, etc. in Japan and overseas is prohibited by law.

When introducing PUTTMAN, please do not use the names, photographs, logos, etc. of celebrities or other notable persons that have no direct connection to PUTTMAN without permission.

Prohibited Conduct

Prohibited acts regarding e-mail, bulletin boards, video distribution services, and social media

- Acts of advertising that third parties find bothersome or uncomfortable, such as the distribution of advertising e-mails without prior consent, the posting of LPs (landing pages: pages of dedicated sites that encourage PUTTMAN registration), etc.
- Acts of replying to a specific person or posting LP links, etc. in comment sections.
- Acts of requesting that a post containing LP links, etc. be disseminated.
- Spamming related to LP links, etc.

Items prohibiting the posting of advertising and referral services of PUTTMAN

- Websites, social media, mailing lists, e-mail magazines, etc. that are not managed or operated by PUTTMAN or its affiliates.
- Sites containing adult or pornographic content.
- Sites with obscene or grotesque content.
- Sites containing content related to criminal acts or content that promotes crime.
- Sites containing discriminatory expressions, content that may harm human rights, etc., or that are contrary to public order and morals.
- Sites selling, or distributing or publishing free of charge, merchandise, manuals, etc. containing content that promotes prohibited acts.
- Sites containing content that is prohibited by laws such as the Premiums & Representations Act.

Others

- Providing services that compete with or may compete with PUTTMAN.
- Engaging in any act that interferes with the operation or maintenance of PUTTMAN's business.
- Selling, or distributing or publishing free of charge, products, manuals, etc. containing content that promotes prohibited acts. Other acts that can be said to be inappropriate for Robot Swing Laboratory, other PUTTMAN contractors, PUTTMAN users, etc.