

13.1 Influencer is a person who is 27 considered to have a high level of influence on the public due to his or her high number of followers on social media and/or digital communications and who interacts both through tweets, videos and posts, as well as through blog posts or other messages.

The publications of an influencer are considered advertising for the purposes of this code and without prejudice to current legislation when:

- a) are aimed at the promotion of products or services;
- b) are disclosed within the framework of reciprocal collaborations or commitments, being the disclosure of such content the object of a payment or other consideration by the advertiser or its representatives; and,
- c) the advertiser or its agents exercise editorial control over the content disclosed (by pre-establishing all or part of it and/or validating it).

On the other hand, this code does not apply to content that is purely editorial in nature, nor to content that is disclosed by influencers on their own content disclosed by influencers who respond to their own initiative, without relationship with the advertising company or its agents. In this sense, shall be considered as consideration, among others: direct payment (or indirect payment through agencies), free delivery of a product, free tickets to events, free provision of a service, gift tickets, gift bags and trips, as well as any other type of remuneration or retribution.

13.2 When they are available, influencers should use verification mechanisms in order to verify the age on digital platforms to prevent minors from accessing this content.

Where possible, the age gate may be activated in a way that affects only specific content agreed with, or derived from agreements with the brand, without the need to apply the age gate to the influencer's entire profile.

13.3 On platforms where age verification mechanisms are not available, may only collaborate with influencers who are at least 25 years old and target audiences where at least 70% are over the age of 18. If the platform the influencer uses does not provide statistics on user age ranges, influencers must target audiences that can reasonably be expected to be at least 70% over the age of 18.

13.4 Influencers that make advertising of beverages covered by this code must not have any connection with the abusive or improper consumption of alcoholic beverages or have any reputation associated with irresponsible consumption.

13.5 It is recommended that all influencers have a written agreement with the drinks' brand covered by this code in order to do the advertising, signed with both parties, it must be included:

- a) information regarding relevant legal requirements in the national/ regional context, or both;
- b) disclosure guidelines, asking influencers to clearly and visibly disclose their association with the brand;
- c) liability guidelines: ask the influencer to comply with the self-regulatory advertising code, including the ensure that the content does not encourage abusive or improper consumption of alcoholic beverages and the inclusion of the message of responsible and low-risk consumption;
- d) best practice tools, e.g., on how to restrict the access to minors in their publications; and,
- e) feedback mechanisms so that influencers can bring any issues related to responsible consumption to the brand.

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