



1290 WORLD LLC | TWELVE NINETY CONNECTIONS

TNC Public & Commercial Participation Terms

Version 1.3

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Entity: 1290 World LLC, acting through 1290 World Connections and publicly known as Twelve Ninety Connections ("TNC")
Audience: Participants and organizations whose identity, content, relationship, or results may be used publicly or commercially
Effective Date: The date this version is accepted for a new account.
Prior versions: This version applies to new acceptances. Earlier accepted versions, signed copies, decisions, and receipts remain valid and retrievable.

1. PURPOSE, SCOPE, AND INCORPORATION

These TNC Public & Commercial Participation Terms ("Public & Commercial Terms") govern TNC's public, promotional, advertising, marketing, sponsorship, media, case-study, testimonial, endorsement, profile, event, campaign, and other commercial use of relationships, identity, content, and verified outcomes.

These Terms supplement the TNC Ecosystem Participation Terms & Conditions, Privacy Notice, Communications Notice, Experience Participation Terms, Recording & Transcription Notice, applicable Network terms, and use-specific authorization. They do not convert private participation into public consent.

The Integrated TNC Platform is the single end-to-end TNC-controlled system through which public and authenticated interactions are delivered and administered. The Website, public pages, forms, T.E.A., and authenticated portal interfaces are its public-facing frontend. The governed private CRM backend is its administrative, workflow, record, permission, audit, and command surface. The two surfaces are not separate providers or separate participant relationships. A person receives only the access authorized for that person; public interaction never grants backend access.

2. DEFINITIONS

"Aggregate or De-identified Use" means information presented without reasonably identifying a restricted person or organization and maintained in the form required by applicable law.

"Public Identification" means a public statement that a person or organization participates in, works with, supports, is associated with, or has another identified relationship with TNC.

"Commercial Use" means use in advertising, marketing, promotion, sponsorship, sales, fundraising, media, case studies, campaigns, endorsements, testimonials, or other activity intended to influence an audience or support commercial objectives.

"Endorsement" includes a message consumers are likely to believe reflects the opinions, beliefs, findings, or experiences of a party other than the sponsoring advertiser.

"Material Connection" means a connection between an endorser and TNC that might materially affect the weight or credibility an audience gives the endorsement, including payment, free services, discounts, employment, agency, family, ownership, investment, referral, sponsorship, or another benefit or relationship.

3. NO BLANKET PUBLIC OR COMMERCIAL CONSENT

Account creation, baseline participation, payment, membership, recruiting activity, placement, Event registration or attendance, recording consent, Community Content submission, profile creation, or interaction with T.E.A. is not blanket authorization for public identification or commercial use.

Identifiable use must be supported by the exact accepted term, election, release, license, organization authority, or other lawful basis. A permission for one name, image, quote, platform, audience, purpose, term, or campaign does not silently authorize another.

A private audience may be narrowed. It must not be silently widened to public or commercial use.



4. AGGREGATE AND DE-IDENTIFIED INFORMATION

TNC may use aggregate, statistical, or de-identified information for operations, research, measurement, public reporting, thought leadership, market analysis, and commercial communication where the use does not reasonably identify a restricted person or organization and is consistent with the Privacy Notice and applicable law.

TNC must not claim information is de-identified when it can reasonably be linked back using available context, small-group composition, unique facts, or retained identifiers. Re-identification and disclosure of restricted source records are prohibited.

5. RELATIONSHIP IDENTIFICATION AND PUBLIC PROFILES

TNC may publicly identify a relationship only where the relationship is accurate, current enough for the context, not confidential, and supported by the applicable authorization or other lawful basis.

A public profile may include only the fields, classification, affiliation, location, interests, availability, content, and audience specifically authorized. Executive or Influencer verification does not itself require a public profile.

TNC may correct, limit, archive, or remove a public identification that becomes inaccurate, unauthorized, misleading, unsafe, or inconsistent with a current relationship.

6. CAMPAIGNS, PROJECTS, PLACEMENTS, AND CASE STUDIES

A campaign, project, placement, service, Client, Partner, Event, introduction, or relationship outcome may be used in a public or commercial story only after TNC confirms the facts, confidentiality classification, organization authority, individual permissions, compensation or material connections, and any required Client, Candidate, employer, Partner, or third-party approval.

A placement or relationship may be described anonymously or in aggregate when identifiable use is not authorized. TNC must not reveal confidential searches, compensation, negotiations, candidate identity, Client data, private communications, investment information, or other restricted facts.

A case study must distinguish verified facts, participant statements, TNC analysis, typical results, limitations, and any outcome not attributable solely to TNC.

7. NAME, IMAGE, LIKENESS, VOICE, QUOTE, AND STORY

Identifiable use of a person's name, approved display name, image, likeness, voice, signature, quote, biography, story, testimonial, or Event participation requires the applicable authorization and must remain within its stated purpose, media, audience, territory, term, and editing rights.

TNC must not materially alter a quote, image, recording, or story so that it misrepresents the person's experience, opinion, identity, role, or results. Stock, synthetic, reenacted, translated, edited, or illustrative material must not be presented as authentic source material when that would be misleading.

Recording consent is not publicity consent. Permission to quote is not permission to use an image. Permission for one campaign is not a perpetual license unless the authorization clearly says so.

8. ORGANIZATION NAMES, LOGOS, AND MARKS

A person may authorize use of an organization name, logo, trade name, or mark only within the person's actual authority. Employment, title, email domain, account access, membership, payment, or relationship with TNC does not alone establish brand-use authority.

TNC must follow applicable brand guidelines, clear-space, color, attribution, approval, and removal requirements. Use must not imply endorsement, partnership, certification, investment, sponsorship, Client status, or continuing relationship beyond the verified facts.

9. ENDORSEMENTS AND TESTIMONIALS

An endorsement or testimonial must reflect the honest opinions, findings, beliefs, or experience of the endorser and must not convey a representation that would be deceptive or unsubstantiated if TNC made it directly.



TNC should confirm that an endorser remains a bona fide user or continues to hold the expressed view when continued use would reasonably imply a current opinion or experience.

TNC, endorsers, agencies, contractors, and intermediaries may each have responsibility for deceptive claims or missing disclosures. TNC should provide guidance, monitor covered activity, correct noncompliance, and preserve evidence of approval and disclosure.

10. MATERIAL CONNECTIONS AND CLEAR DISCLOSURE

A Material Connection that would not reasonably be expected by the audience must be disclosed clearly and conspicuously in proximity to the endorsement.

A disclosure must be difficult to miss, easily understandable, and presented in the same language and media needed to understand the endorsement. If the endorsement is visual, the disclosure should be visual; if audible, audible; if both, both where reasonably necessary. A disclosure hidden in a profile, generic hyperlink, collapsed text, or low-contrast platform tool may be inadequate.

TNC must disclose compensation, free or discounted services, employment, agency, ownership, family, referral, sponsorship, travel, hospitality, investment, or another material benefit or relationship where it could affect credibility.

11. CLAIMS, SUBSTANTIATION, AND TYPICAL RESULTS

TNC must possess a reasonable basis for express and implied objective claims. An endorser's statement is not a substitute for required substantiation.

If a testimonial communicates that a result is typical, TNC must have adequate substantiation for what participants generally can expect or clearly and conspicuously disclose the generally expected result in a manner that changes the net impression. "Results may vary" alone may be insufficient.

TNC must not claim guaranteed employment, hiring, placement, funding, investment, revenue, audience growth, relationship outcomes, or other results unless a controlling instrument lawfully provides the guarantee and the claim is accurately qualified.

12. REVIEWS, RATINGS, TESTIMONIALS, AND SOCIAL INDICATORS

TNC must not create, buy, sell, procure, disseminate, or knowingly rely on fake or false reviews, testimonials, celebrity endorsements, identities, or experiences.

TNC must not condition compensation or an incentive on a review expressing a particular positive or negative sentiment. Any permitted incentive and material connection must be disclosed as required.

Insider, employee, officer, manager, agent, family, vendor, Partner, Client, or compensated reviews must follow the applicable disclosure and solicitation rules.

TNC must not misrepresent a TNC-controlled review site as independent, suppress negative reviews through threats or deception, claim displayed reviews represent all or most submissions when material suppression occurred, or buy or sell fake followers, views, likes, or other indicators of influence for a commercial purpose.

13. INFLUENCERS, CREATORS, EMPLOYEES, AND AGENTS

An Influencer classification does not purchase reach or permit undisclosed promotion. Each sponsored or directed communication requires the appropriate briefing, truthful claims, disclosure, content review, and monitoring.

Employees, contractors, Partners, Clients, Talent, and organization representatives must disclose their connection when posting an endorsement that an audience might otherwise view as independent.

TNC must not require a person to provide a positive endorsement as a condition of payment, service, membership, employment, placement, access, or another relationship.



14. SPONSORED CONTENT, ADVERTISING, AND EVENTS

Sponsored content must identify the sponsor and Material Connection clearly enough for the intended audience. Sponsorship does not grant access to private Participant data, attendee contact information, confidential content, or another person's attention.

Event signage, tickets, registration, recordings, photography, livestreams, speaker slides, sponsor materials, and attendee communications must follow the Experience Terms, Privacy Notice, Recording Notice, and use-specific authorization.

TNC must distinguish editorial, educational, participant-generated, sponsored, paid, affiliate, referral, and TNC-created content where the distinction would be material.

15. COMMUNITY CONTENT AND PUBLIC DISTRIBUTION

A Signal, Circle, Room, Table, introduction, message, post, profile field, or other Community Content item is distributed only to its authorized audience. Public distribution or commercial reuse requires the applicable audience choice and license.

TNC may moderate, restrict, contextualize, remove, or decline to amplify content that is deceptive, unauthorized, unsafe, infringing, confidential, defamatory, fraudulent, or inconsistent with the Community Terms.

Public availability of content does not grant another Participant a right to scrape, republish, train an unrelated model, build a database, or use it in advertising.

16. CANDIDATE, CLIENT, PARTNER, AND CONFIDENTIAL INFORMATION

Candidate identity, résumé, compensation, job search, placement, Client relationship, confidential search, Partner data, service records, and private outcome information may be used publicly only through the exact authorized process.

No payment, membership, Executive or Influencer status, Investor Relationship, Enterprise relationship, 1290 Circle status, or placement result overrides confidentiality or another person's permission.

17. APPROVAL, VERSION, AND CONTENT CONTROL

A public or commercial use record should identify the source content, owner or rights holder, approved fields, purpose, audience, media, campaign, territory, term, edits, attribution, compensation or benefit, Material Connection, approver, date, version, and withdrawal or expiration state.

TNC must preserve the approved version and must obtain renewed approval when an edit, translation, format, claim, audience, sponsor, term, or context materially changes the net impression or exceeds the original scope.

A saved draft, verbal discussion, participation, general terms acceptance, or internal recommendation is not use approval.

18. DURATION, WITHDRAWAL, CORRECTION, AND TAKEDOWN

A person may prospectively withdraw an elective authorization through the stated method, subject to prior lawful uses, printed or distributed materials that cannot reasonably be recalled, archival copies, legal holds, and surviving contractual rights.

TNC should process a valid withdrawal or correction within a reasonable period, stop new use within the scope, update active digital materials where reasonably feasible, notify relevant providers or campaign operators, and preserve the evidence needed to honor the request.

A historical dated post need not always be deleted when it accurately reflected a then-current authorized relationship, but reposting or renewed commercial use may require confirmation that the endorsement, relationship, and disclosures remain current.

19. INTELLECTUAL PROPERTY AND LIMITED LICENSE

The rights holder retains ownership of original content. By approving a use, the rights holder grants only the license stated in the authorization or, if no separate license term is stated, a limited, nonexclusive, revocable, purpose-bound license reasonably necessary for the approved use.



TNC retains rights in its marks, campaigns, layouts, editing, methods, data, software, relationship models, and preexisting materials. No ownership, exclusivity, work-made-for-hire status, sublicensing, merchandising, or model-training right is created unless expressly agreed.

20. ARTIFICIAL, SYNTHETIC, ALTERED, AND TECHNOLOGY-ASSISTED CONTENT

TNC must not use synthetic, cloned, materially altered, or AI-generated identity, voice, likeness, quote, review, testimonial, endorsement, or outcome content in a way that falsely represents a real person, experience, approval, or result.

Material synthetic or altered content should be labeled where necessary to prevent deception. T.E.A. may assist with drafting or formatting but may not fabricate consent, an endorsement, a relationship, a source quote, or a verified outcome.

21. MINORS

Identifiable public or commercial use involving a minor requires an approved age-appropriate process and the authorization required from a parent, guardian, or legally authorized representative, plus the minor's assent where appropriate.

TNC must apply heightened care to child-directed advertising, privacy, safety, dignity, exploitation risk, and the long-term consequences of public distribution.

22. PRIVACY, BACKEND RECORDS, AND PUBLIC SEPARATION

Authorized public or commercial activity may create source-tagged backend records for permissions, content, campaigns, disclosure, compensation, publication, withdrawal, and outcomes. A backend record is not public merely because TNC possesses it.

Public copy must use T.E.A. as the public-facing name and must not expose internal access, provider, credential, source-path, risk, or command information not necessary for the authorized public purpose.

23. ENFORCEMENT AND REMEDIES

TNC may refuse, pause, correct, remove, restrict, or terminate a public or commercial use that lacks authority, becomes misleading, violates law or platform rules, exposes confidential information, infringes rights, or creates material trust or safety risk.

A person may report an unauthorized or misleading use through the applicable portal or TNC contact method. TNC should preserve the source, approval, version, publication, disclosure, provider, and takedown evidence needed to investigate and respond.

24. COMPENSATION AND NO GUARANTEE

Compensation, referral fees, sponsorship, discounts, free services, travel, hospitality, or other benefits are governed by the applicable written instrument and must be disclosed where material.

These Terms do not guarantee public identification, distribution, impressions, audience growth, sponsorship, compensation, media coverage, endorsement opportunities, or commercial results.

25. CHANGES AND GOVERNING LAW

Material changes require versioning and notice or reacceptance as applicable. Prior permissions, withdrawals, content approvals, and records remain preserved.

These Terms are intended to operate consistently with the Federal Trade Commission Act, the FTC Endorsement Guides, the FTC Consumer Reviews and Testimonials Rule, applicable right-of-publicity, privacy, intellectual-property, advertising, employment, consumer-protection, and contract law.

Kansas law and the state or federal courts serving Sedgwick County, Kansas, govern unless a controlling instrument or mandatory law lawfully provides otherwise.

**CONTACT**

Questions or requests may be submitted through the applicable authenticated portal or to tsullivan@1290worldconnections.com. Office: (316) 365-5546. Direct: (316) 374-4159.

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