

FOR STEPSAFE PARTNERS

Approved Claims

Use these words, or words very close to them. If it is not on this sheet, do not say it.

EVERY TIME YOU SHARE YOUR LINK, SAY

"I earn a commission if you buy through my link."

Before or next to the link, in words people will actually see. On video, say it out loud as well as in the caption. #ad or #affiliate can be added, not used instead. Required by law in Canada (Competition Act) and the United States (FTC rules).

YOU CAN SAY

- ✓ "A cellular GPS tracker for kids with autism, ADHD or Down syndrome who wander."
- ✓ "Works across the US and Canada with its own built-in SIM. No phone needed on your child."
- ✓ "Location updates as often as every 20 seconds."
- ✓ "Draw safe zones and unsafe zones, like a pond or a busy road, and get an alert when they leave or reach one."
- ✓ "Battery lasts up to 4 days on a charge."
- ✓ "IP65 rated: protected against dust, rain and splashes. Not for swimming or submersion."
- ✓ "The microphone is permanently disabled. It cannot listen or record."
- ✓ "Lifetime Pro: one payment, no monthly fee ever."
- ✓ "Devices ship in early 2027."
- ✓ "Reached its CA\$5,000 Kickstarter goal within 14 hours and was picked as a Kickstarter Project We Love."
- ✓ "Funded on Kickstarter by 69 backers: CA\$19,914 raised on a CA\$5,000 goal."
- ✓ "Nearly half of autistic children try to leave a safe place at least once after age 4 (Anderson et al., Pediatrics, 2012)." Always include the source.
- ✓ "StepSafe is a location-awareness aid. It does not replace adult supervision."

About the offer, you can always say: "You get 5% off eligible products with my link or code."

NEVER SAY

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| ✗ "Waterproof" or "swim-proof" | ✗ "No microphone" (say "microphone permanently disabled") |
| ✗ "School approved", or "approved by" any school, school board, doctor or government body | ✗ "Ships in February" or any other specific month |
| ✗ "Keeps your child safe", "prevents wandering", "guaranteed to find your child", or any other guarantee | ✗ "Funded in 14 hours" |
| ✗ Any location accuracy figure (for example, "accurate to 2 metres") | ✗ "In production" or "already manufactured" |
| ✗ Any medical or therapy claim, or "Health Canada approved" or "FDA approved" | ✗ Anything negative about a named competitor |
| | ✗ Prices in two currencies in the same sentence |

Protect children. Never post a photo or video of a child without the parent's clear permission. Never show or mention a child's home, street, school or real-time location.

Be yourself. Never present yourself as working for StepSafe, and never make medical claims or promise StepSafe will keep a child safe.