

SCHEDULE 2

External TikTok Guidelines for Agencies/Third Parties

As of April 8, 2024 – only brands greenlit for campaigns:

- **Adult-directed Content:**
 - 18+ talent and influencers with adult audiences
 - Only re-use content on other adult-targeted accounts and platforms (FB, TW and IG allowed if applicable to the agreement and agreed by the parties to the agreement).
 - Copy and audio should speak to adults and be about adult themes (e.g. work, working out, parenting)
 - Use of children in content:
 - Minimize the appearance of children alone while focusing on adults
 - The beginning of the content should focus on the adult alone or adult with the child
 - If children appear in the content the adult in the content should be the child's parent or caregiver
 - Use of Family Influencers:
 - family influencer channels historically have adult-themed/targeted content
 - family influencer content produced for us is directed to adults such as speaking to parents or caregivers etc.
 - Examples of content that typically appeals to kids in terms of subject matter, visual or audio content:
 - child-oriented characters
 - child-friendly format (e.g. animation*)
 - child-oriented activities
 - celebrities who appeal to children
 - except approved use of show-based animated clips on the Peppa, My Little Pony and Transformers channels so long as all other guidance here including that content is directed to adults is followed. Stop Motion animation may be used for all brands if the content when taken as a whole is directed to adults.
- **Maximize Privacy Controls:** no personal data may be collected in connection with the content or the channel, nor shall any existing security controls established by Hasbro be modified without the prior written permission of the Hasbro Legal Department. Controls shall be put in place to secure all channel credentials. Such credentials may only be used for the purposes permitted in the relevant SOW or agreement with Hasbro and access to all such credentials shall terminate upon the expiration or termination of such SOW or agreement.
- **[Shall implement any other requirements or guidelines implemented by Hasbro from time to time]**

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