

Terms & Policies

Creator and Brand Program Terms

Last updated August 5, 2026 | Version 2026-08-05

These Program Terms supplement the LOOT Terms of Use. They govern creator and brand activity in campaigns, rosters, invites, applications, submissions, creative review, performance tracking, usage rights, and payout workflows.

1. Campaign Roles

Brands and agencies create campaigns. Creators may apply to campaigns, accept invites, join brand rosters, submit creative, post links, and receive payouts when campaign requirements are satisfied.

LOOT provides workflow tools. LOOT is not a party to every separate commercial arrangement between a creator and a brand unless LOOT expressly says so in writing.

2. Campaign Setup

Brands must provide accurate campaign information, including: campaign name and description; campaign type and submission flow; eligible platforms and content formats; creative brief and reference assets; review standards; payout model, rate, and rules; tracking period; and any required product, disclosure, exclusivity, usage rights, or deadline terms.

Brands must not publish campaign rules that are misleading, illegal, impossible to satisfy, or inconsistent with consumer protection, advertising, product claim, industry, or social platform rules.

3. Campaign Funding and Budget

Campaigns may require funding from the organization's wallet before activation. When funding is required, the campaign budget is reserved or tracked according to the campaign settings, wallet provider capabilities, organization authorization, and LOOT policy controls.

Once a campaign is activated: the payout rate, minimum payout threshold, maximum payout cap, and any flat bonus are locked and cannot be reduced or changed; the campaign budget may be increased but not decreased; and other campaign content (such as briefs and assets) may be edited.

A campaign may stop accruing new earnings when its budget is exhausted, meaning the sum of settled and accrued-but-unpaid earnings reaches the campaign budget.

4. Submission Flows

LOOT may support the following campaign flows:

- Link first. The creator submits a public post link. The brand reviews and may approve, reject, or request revision according to campaign rules.
- Creative approval first. The creator uploads draft creative. If approved, the creator may be required to publish it and attach the public post link before earning.
- Upload only. The creator uploads creative for review, licensing, or internal brand use. A public post link may not be required unless the campaign says otherwise.

5. Applications, Invites, and Rosters

Creators may apply to a campaign where applications are open; some campaigns are open-submission and do not require prior approval. Brands may invite creators to a brand roster, a campaign, or both. An invite may include a message, campaign scope, and payout summary.

Roster membership means a creator is available to a brand for relationship management and future collaboration. It does not guarantee work, acceptance, or earnings. Creators may leave a roster where supported; brands may remove creators for legitimate business or policy reasons. Brands must not spam creators or send misleading invites.

6. Submission Review and Approval

Brands must review submissions in good faith, against the published campaign rules, and within the campaign's review window.

- Approval of a submission starts that submission's tracking period.
- If a campaign enables auto-approval, a submission that has passed automated checks may be approved after the campaign's review window expires. Campaigns without auto-approval remain pending until reviewed or otherwise resolved under the campaign rules.
- Rejected submissions receive no compensation. Brands should provide clear revision feedback when practical, and creators should respond to revision requests within campaign timelines.
- LOOT may use automated systems to pre-screen submissions against campaign requirements and to flag suspected violations for review.

7. Performance Tracking and Payout Calculation

LOOT supports campaign-specific payout rules. The currently supported baseline is a flat payment per approved submission. LOOT may also support performance-based, sales-based, bonus, retainer, or manual payout models where those features are enabled and clearly stated in the campaign.

A campaign's payout rule may include: a flat amount per approved submission; a reward rate (for example, an amount per 1,000 views) where performance payouts are enabled; a minimum payout threshold that a submission must reach before amounts become payable; a maximum payout cap per submission, after which earning stops even if performance continues to grow; an optional flat bonus per approved submission; and a defined tracking period starting at approval.

When performance tracking is enabled, performance metrics may be retrieved from social platforms' official APIs for the accounts and posts the creator has connected and submitted. Metrics shown in LOOT may differ from numbers displayed on the platform due to API timing, platform methodology, and verification adjustments.

LOOT may show projected, pending, accrued, approved, and available earnings. Projections and accruals are estimates until verified and are not guarantees.

8. Verification, Fraud Checks, and Payout Eligibility

Earnings pass through a verification period before becoming payable. Payout eligibility may depend on: creator eligibility and wallet status; identity verification where required; campaign enrollment or invite acceptance; submission flow completion; brand approval; the public post remaining live and accessible for the required period; performance verification and fraud, duplicate, rights, disclosure, and policy checks; and campaign funding availability.

LOOT may withhold, adjust, or cancel earnings attributable to fraudulent, manipulated, or ineligible activity, including purchased views, bot traffic, and engagement manipulation.

9. Campaign Deactivation and Expiry

A campaign ends when its end date passes, its budget is exhausted, or the brand deactivates it. When a campaign ends or is deactivated:

- Submissions not yet approved are canceled and receive no compensation.
- Approved submissions are finalized based on the campaign's payout rules and verification requirements.
- Unspent reserved campaign budget may be released back to the organization wallet according to the wallet provider's capabilities and campaign funding rules.

10. Payout Timing

Payout timing depends on campaign settings, review and verification status, wallet rails, supported chains, risk checks, and funding availability. Network fees, chain congestion, wallet provider issues, sanctions checks, or compliance reviews may delay payout. Creators are responsible for taxes on earnings, and LOOT may collect tax-related information where required for reporting or compliance.

11. Creator Content Rights

Unless a campaign says otherwise before submission: the creator keeps ownership of submitted creative; the brand receives a limited right to review the submission and view its performance inside LOOT; and the brand may not use, repost, run as paid media, whitelist, sublicense, edit, or commercially exploit creator content unless the creator accepted those rights through the campaign terms or a separate agreement.

If a campaign includes broader usage rights, the campaign must describe them clearly before submission, including scope, duration, territory, paid media rights, editing rights, exclusivity, and whether additional compensation applies.

12. Brand Materials

Brands retain ownership of their logos, product images, creative briefs, campaign references, and other brand materials. Brands grant LOOT and participating creators the limited rights needed to view and use brand materials for the campaign. Creators may use brand materials only as allowed by the campaign.

13. Required Disclosures

Creators and brands must comply with advertising disclosure rules, including the FTC Endorsement Guides in the United States and equivalent rules elsewhere. If a creator has a material connection to a brand - including payment, free products, gifts, early access, affiliate links, campaign eligibility, or the chance to earn - the creator may need to disclose that connection clearly in the content. Brands must not ask creators to hide sponsorships, exaggerate results, fabricate experiences, or make unsupported product claims.

14. Social Platform Rules

Creators and brands must comply with the rules of each social platform. Creators authorize LOOT to access their connected accounts through official platform APIs to verify ownership and retrieve performance metrics of submitted posts. LOOT is not responsible if a platform removes content, restricts reach, disables monetization, changes metrics, bans an account, or changes API access; earnings affected by such platform actions are handled under the campaign's verification rules.

15. Fraud and Quality Controls

LOOT may investigate or restrict activity involving: fake engagement, purchased views, bots, or manipulated metrics; duplicate submissions; stolen, copied, or AI-generated content presented as original when prohibited; misleading screenshots or earnings claims; wallet abuse, sybil behavior, invite farming, or campaign

manipulation; and brand non-payment, misleading briefs, or abusive review practices.

16. Disputes Between Creators and Brands

Creators and brands should first attempt to resolve disputes through LOOT messaging or support. LOOT may provide workflow data, submission history, metric snapshots, review records, and status logs, but LOOT is not required to decide every commercial dispute. LOOT may freeze or delay payout or campaign actions while investigating.

17. Program Changes

LOOT may add, modify, or remove campaign types, payout models, review statuses, submission flows, discovery features, wallet features, or other program features. Changes do not reduce the locked economics of campaigns already active at the time of the change.