Dynamox

DISCLOSURE POLICY



DISCLOSURE POLICY

Objective

To outline the guidelines for Dynamox's commercial partners.

Purpose

Our Advertising Policy provides instructions regarding the types of advertising content permitted by our partners, resellers, and national and global sales representatives.

The Policy

- Dynamox does not authorize the listing of its products on affiliate marketing platforms, dropshipping schemes, or multi-level marketing (MLM) systems.

- Dynamox does not authorize the listing of its products on Mercado Livre, OLX, Google Shopping, or similar marketplace platforms.

- The purchase of keywords or search terms involving the Dynamox brand, as well as the names of its products — such as Dynasens, Dynadetect, Dynapredict, Dynaneo, among others — for the purpose of running paid media ads (e.g., Google Ads, Meta Ads, LinkedIn Ads) by clients or partners is strictly prohibited.

- Any publication involving the Dynamox brand or its products must strictly adhere to the guidelines established in the brand manual.

- It is prohibited to use Dynamox products in connection with false promises or miraculous claims.

- Publications involving the Dynamox brand must not constitute, facilitate, or promote illegal products, services, or activities.

- Publications involving the Dynamox brand must not discriminate or encourage discrimination against individuals based on personal attributes such as race, ethnicity, color, nationality, religion, age, sex, sexual orientation, gender identity, family status, disability, genetic or health conditions.

- Publications involving the Dynamox brand must not contain shocking, sensationalist, disrespectful, or excessively violent content.

- Publications involving the Dynamox brand must not include content that infringes or violates the rights of third parties, including copyrights, trademarks, confidentiality, privacy, publicity, or other personal or proprietary rights.

- Publications involving the Dynamox brand must not exploit crises or controversial political or social topics for commercial purposes.

- Publications involving the Dynamox brand must not promote products or services designed to enable the author, consumers, or third parties to engage in fraudulent or deceptive practices.

- Publications involving the Dynamox brand must not contain offensive language.

- Publications involving the Dynamox brand must not feature images with misleading, unexpected, or improbable results.

- Publications involving the Dynamox brand must not include misleading, false, or illusory claims, such as those related to product effectiveness or characteristics, or claims that create unrealistic expectations for consumers.

- We recommend that no technical information be disclosed unless it is explicitly included in Dynamox manuals, datasheets, or other official documentation. We urge close attention to the continuous updates of our sensors, gateways, and systems to avoid sharing outdated information.

- It is strictly forbidden to use the Dynamox logo, patents, job titles, or terms that may mislead consumers into believing someone is an employee or representative of the brand. Examples include using titles such as “Dynamox Salesperson,” “Dynamox Consultant,” or “Dynamox Account Executive”.

- We recommend using the terms “Reseller,” “Representative,” or “Partner.” We also encourage our partners to use and promote their own names and brands, distancing themselves from any terms that may cause confusion.

- Reports can be submitted via the BeCompliance – Ethics Channel, which is structured to ensure absolute confidentiality, protect the anonymity of the whistleblower, and preserve information to allow for a fair investigation.