

沃尔玛广告学习中心广告认证条款和条件准则

沃尔玛广告致力于为合作伙伴、卖家和供应商提供支持，帮助他们为沃尔玛顾客产生更有效的影响。我们已推出沃尔玛广告学习中心广告认证计划，旨在帮助您学习如何助力供应商和卖家取得实质成果，同时在整个购物旅程中触达沃尔玛顾客。

这是一个全面的学习路径，旨在帮助合作伙伴、供应商和卖家学习使用沃尔玛广告平台和各种广告形式，已获得最佳结果。该计划将赋能广告主和合作伙伴，让他们成为经认证的沃尔玛广告平台和产品专家，从而为自己的品牌创造效益。

阅读本指南后，您将了解该认证计划的条款和条件，包括以下内容：

- **认证计划公关准则**
- **认证平台条款与使用规则**
- **认证徽章条款与使用规则**

请将这些信息传达给相关内部团队。如有疑问，请联系您的合作伙伴开发经理。感谢您配合我们实施这些准则。

公共关系准则

很荣幸能与您合作，我们将全力为您提供支持。请在提及我们的认证计划时留意以下几点。

咨询沃尔玛广告

- 一般情况下，沃尔玛广告不会发布合作伙伴公告、不允许第三方发布与我们有关的新闻稿或内容特稿，也不会参与联合活动。如果您确有以上合作需求，且需要提及沃尔玛、沃尔玛广告或我们的认证计划，则必须至少提前 8 周联系您的沃尔玛广告代表，以获得相关批准。

请勿对外发布提及我们认证计划的沟通内容

- 请注意，未经沃尔玛广告批准，请勿对外分享我们的沟通内容和材料，除非该等通讯和材料注明可对外发布。沃尔玛广告的所有信息和资产均应视为受保密协议约束的专有及保密资料，包括但不限于公告邮件以及认证计划的沟通内容和资产等，除非该等资料明确注明可对外分享。

认证平台条款与使用规则

您了解沃尔玛广告可能会利用您参与认证计划这一行为，以及您在认证调查中提供的反馈，而不受任何限制、义务或补偿的约束。

认证徽章条款与使用规则

- 通过认证评估后，个人参与者会获得一个数字认证徽章。该徽章自颁发之日起一年内有效，代表参与者已成功完成有关沃尔玛广告特定主题的评估。这些主题包括但不限于：沃尔玛广告零售媒体、商品推广广告、品牌推广广告和视频推广广告。获得数字认证徽章的个人员工仅可将徽章发布到自己的个人 LinkedIn 账户。个人不得将认证徽章发布到雇主的自有及运营渠道，包括但不限于公司官网、LinkedIn、Twitter、Facebook、Instagram 和 TikTok 账号。未经沃尔玛广告事先批准，公司不得在任何自有及运营、免费或付费媒体渠道推广、转发、发布或分享公司员工获得的认证徽章。
- 如果徽章凭证遭到滥用、曲解或误发，沃尔玛广告保留审核、禁用和撤销徽章使用权及相关权限的权利。不得对我们的认证徽章进行任何更改、修改或变动，亦不得将其与任何公司徽标或其他个人凭证相连、合并或绑定在一起，例如在视觉上将两个徽标结合在一起。

联系我们

如果您希望进一步讨论我们的认证计划，或对这些条款和条件有任何疑问，请联系您的合作伙伴开发经理或沃尔玛广告代表。

英语版的广告认证条款和条件准则是最终的法律版本，在英语版本与其他语言版本之间发生任何冲突时，以英语版本为准。这些材料的中文翻译仅供您参考。

Walmart Connect Academy Ad Certification

terms & conditions guidelines

Walmart Connect's mission is to help partners, sellers and suppliers make a more meaningful impact on Walmart customers. We have created the Walmart Connect Academy Ad Certification program with the aim of helping you learn how to drive actionable results for suppliers and sellers while reaching Walmart customers throughout the buying journey.

This comprehensive learning path is designed to educate partners, suppliers and sellers about the Walmart Connect platform and ad formats to help them achieve optimal results. It will empower advertisers and partners to become certified experts in our platform and products and help them drive results for brands.

By the end of this guide, you will have an understanding of the terms & conditions governing our certification program including:

- **Certification program PR guidelines**
- **Certification platform terms & use**
- **Certification badges terms & use**

Please share with relevant internal teams. Reach out to your Partner Development Manager with questions. We appreciate your support in upholding these guidelines.

Public relations guidelines

We're excited to work with you and support you where we can. Here are a few things to keep in mind if you'd like to talk about our certification program.

Consult Walmart Connect

- As a general practice, Walmart Connect does not do partner announcements, allow third-party press releases or content features, or participate in joint events. If you independently want to pursue any of these avenues and reference Walmart or Walmart Connect or our certification program, you must contact your Walmart Connect representative for approval at least eight weeks prior to the scheduled participation.

Do not release communications referencing our certification program externally

- As a reminder, communications and materials from our organization should not be shared externally without Walmart Connect's approval, unless labeled for external release. All information and assets from Walmart Connect —such as, but not limited to, announcement emails and certification program communications_and assets—should be considered proprietary and confidential under NDA, unless noted for external share.



Certification platform terms & use

You understand that your participation in the certification program and feedback provided in certification surveys may be utilized by Walmart Connect without any limitation, obligation or compensation.

Certification badges' terms & use

- Once certification assessment(s) are passed, individual participants receive a digital certification badge, valid for one year from date of issuance, to signify their successful completion of the assessment on a particular topic regarding Walmart Connect including, but not limited to: Walmart Connect Retail Media, Sponsored Products, Sponsored Brands and Sponsored Videos. Individual employees who earn digital certification badges can post them to their personal LinkedIn accounts only. Individuals cannot post certification badges to their employer's owned and operated channels, this includes, but is not limited to, company websites, LinkedIn, Twitter, Facebook, Instagram and TikTok handles. Companies are prohibited from promoting, reposting, publishing or sharing certification badges earned by company employees on any owned and operated, earned or paid media channels without Walmart Connect's prior approval.
- Walmart Connect reserves the right to audit, disable and revoke badge usage and privileges if badge credentials are misused, misrepresented or mis-issued. Our certification badges cannot be changed, altered, modified, attached, combined or locked with any company logos (i.e., visually combine the two logos) or other individual credentials.

Contact us

Please reach out to your Partner Development Manager or Walmart Connect representative if you'd like to discuss our certification program more or if you have any questions regarding these terms and conditions.