



# 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.