

Free creator guide

Is your #Ad actually compliant?

Canadian disclosure rules in plain English — updated for the October 2025 Ad Standards guidelines.

Who actually regulates you (it's not the FTC)

In Canada, influencer marketing is governed by the **Competition Act** (enforced by the Competition Bureau) and the self-regulatory **Ad Standards Code**. Most advice online is American — it doesn't apply to you. And under the Act, **both the brand and you** can be on the hook, even if the brand wrote the brief.

The rule in one line

If you have a **material connection** to a brand — you were paid, gifted product, given a commission or discount code, sent on a trip, or have a business/family tie — you must disclose it **clearly and up front**.

Disclosures that work (updated Oct 2025)

#Ad on its own is the recognised gold-standard tag. **#Sponsored** also works. New in the October 2025 guidelines: **#Gifted** (free product, no obligation to post) and **#InvitedGuest** (invited to an event, no obligation to post) are now recognised tags.

Not enough

#sp, **#spon**, **#collab**, **#ambassador** on their own, "thanks [brand]", or hiding **#ad** in a wall of hashtags, in the comments, or in your bio. If a viewer could miss it, it doesn't count.

Where to put it

Inside the content itself and visible **before** the "...more" cut — in the caption or the platform's paid-partnership label. In video, say it out loud and/or show it on screen; the description alone isn't enough.

Also disclose

Affiliate links & discount codes — earning a commission is a material connection. **AI content** — undisclosed AI-generated content or AI influencers can mislead (new focus in 2025). **Kids' audiences** — if your audience skews young, make the disclosure even clearer and age-appropriate.

Watch your claims

Don't say a product does something ("cleared my skin," "doubled my sales") unless it's true and properly tested. Performance claims need real support, and both you and the brand can be liable for ones that aren't backed up.

30-second self-check before you post

Is there a material connection (pay, product, commission, trip)?

- Is #Ad (or #Sponsored/#Gifted) near the top, before the "more" cut?
- In video, is it said and/or on screen — not just in the description?
- Are affiliate links and discount codes disclosed too?
- Can every claim about the product be backed up?

Worried about a specific deal?

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