

Japan House London Advocate Programme

Terms and Conditions

These terms set out the basis upon which you can submit an application to the **Japan House London Advocate Programme** (the “Programme”), and the terms governing participation if you are selected as a Japan House London Advocate.

By submitting an application through the programme application form, you agree to be bound by the following terms.

1. Eligibility

1.1 Applicants must be **18 years of age or older** and **based in the United Kingdom**.

1.2 Applicants must have no legal or professional reason that prevents them from participating in the Programme.

1.3 Applicants must apply as an individual content creator, and information submitted in their application must be accurate and truthful.

1.4 Employees or contractors of **Japan House London** are not eligible to apply for the Programme.

2. Application process

2.1 Applications must be submitted using the official application form before the stated application deadline.

2.2 Applications submitted after the deadline may not be considered.

2.3 All eligible applications will be reviewed by the Japan House London Marketing and Communications team and Retail Marketing team, using a structured selection scoring framework.

2.4 A maximum of **ten applicants** will be selected to join the Programme.

2.5 Successful applicants will be contacted by email with confirmation, an email agreement and further information regarding participation in the Programme.

2.6 Selected applicants must confirm acceptance of the Programme terms before becoming a Japan House London Advocate.

3. Programme participation

3.1 The Japan House London Advocate Programme will run for **twelve months from the programme start date**.

3.2 Advocates are expected to engage with Japan House London throughout the programme period by attending exhibitions or events and sharing their experiences with their audiences online.

3.3 As part of the programme, advocates are expected to produce a small number of social media posts across the programme year. Specific content expectations will be communicated via an email agreement.

3.5 Advocates are expected to maintain a professional and respectful approach in any public content they produce relating to Japan House London.

3.6 Japan House London reserves the right to end participation in the Programme if an advocate's conduct or content is considered to conflict with the organization's [values](#) or reputation.

4. Benefits

4.1 The Japan House London Advocate Programme **does not provide direct monetary payment**.

4.2 Advocates may receive a range of non-monetary benefits during the programme, which may include:

- Invitations to exclusive events and exhibition previews
- Priority booking for selected events
- Discounts at the Japan House London Shop
- Complimentary drinks at The Stand
- Out-of-hours visits to Japan House London subject to availability

5. Disclosure and transparency

5.1 Advocates must comply with all relevant UK advertising and marketing regulations, including guidance issued by the Advertising Standards Authority (ASA) and the CAP Code.

5.2 If advocates receive any incentive or benefit in connection with a post about Japan House London (such as event access, hospitality or discounts), this relationship must be clearly disclosed.

5.3 Acceptable disclosure may include terms such as:

- **#ad**
- **#gifted**
- **hosted by @JapanHouseLdn**
- **in partnership with**

5.4 Disclosures must be visible and easily identifiable to audiences.

6. Data and insights

6.1 Advocates may be asked to share basic performance insights relating to posts created as part of the Programme, such as engagement metrics or reach.

6.2 This information will be used only for the purpose of evaluating the success of the Programme.

7. Intellectual property

7.1 Advocates retain ownership of any content they create.

7.2 By participating in the Programme, advocates grant Japan House London permission to re-share or repost selected content on Japan House London digital channels, with appropriate credits.

8. Liability

8.1 Nothing in these terms excludes or limits liability for death or personal injury caused by negligence, fraud, or any liability that cannot be excluded under applicable law.

8.2 Subject to the above, Japan House London shall not be liable for any indirect or consequential loss arising from participation in the Programme.

9. Governing law

9.1 These terms are governed by English law.

9.2 Any dispute arising out of or in connection with the Programme shall be subject to the exclusive jurisdiction of the English courts.