



This policy is posted for public notice pertaining to all forms of communication

DIGITAL MEDIA POLICY

a. One of our highest priorities is to ensure that the digital content relating to MHF and MHF programs aligns with our mission, values, and public image to continue increase public education and successful adoptions of America's mustangs and burros. As a TIP trainer, event spectator or program participant you are an extension of the Mustang Heritage Foundation and are expected to act in a professional and civil manner. This policy extends to in person events and digital communication, including social media.

b. **Quality and Respect:** As a competitor or participant in Mustang Heritage Foundation programs, you are representing MHF in everything you do and being mindful when developing and engaging in digital content is vitally important. Additionally, many MHF followers will want to follow your journey and may engage with you along the way. It is our expectation that each competitor, participant, and partner of MHF create content that is consistent with our mission and values and be respectful in their engagement with followers, however controversial. Carefully consider your audience (intended and unintended) as you develop content and review your content prior to sharing or distributing to ensure accuracy and alignment with MHF mission and values. This policy extends to anyone involved in your mustang journey including but not limited to family, sponsors, and supporters.

c. **Auditing:** As a competitor and/or participant, you are held accountable for the content you share when in partnership with us. The Mustang Heritage Foundation team regularly monitors competitor and participant content for violations of our digital media policy, and it is our expectation that if a post is found to be in violation, the competitor or participant will remove and/or alter the content accordingly as soon as possible after notification. Mustang Heritage Foundation reserves the right to discontinue the relationship and/or partnership with a competitor or participant at any time based on digital media policy violation(s).