

|    | Ethics Risk Factor                                       | Professional Standard Description   | Example  | AKA   | Primary IAE Ethical Principle                            |
|----|--|---|--|---|--|
| 1  | Opacity of Incentive Structure                           | The nature or contingency of compensation was not adequately conveyed.  | The influencer says “#ad” but doesn’t mention commissions, bonuses, or equity.   | You don’t know what they’re really getting.       | Principle 9 – Commercial Relationships                   |
| 2  | Manufactured Peer Endorsement                            | Inauthentic or incentivized peer amplification created a false sense of consensus.  | Friends and followers post glowing comments because they were quietly rewarded to do so.   | Making it look like everyone loves it.            | Principle 6 – Transparency                               |
| 3  | Manipulative Use of Platform Mechanics                   | Platform features or algorithms were used to reduce transparency or disclosure salience.  | Disclosures are placed where the algorithm buries them because “that performs better.”   | Gaming the system to hide the truth.              | Principle 6 – Transparency                               |
| 4  | Erosion of Audience Autonomy                             | Emotional or time-pressure tactics constrained reflective choice.   | “Buy it now or you’ll miss out forever,” paired with countdown clocks and panic language.  | Pushing people before they can think.             | Principle 3 – Fairness                                   |
| 5  | Inadequate Safeguards for Vulnerable Audiences           | Vulnerable audiences were reached without enhanced disclosures or protections.  | Weight-loss teas pushed to teens using before-and-after photos.  | A hard sell to people who are easy to pressure.   | Principle 3 – Fairness                                   |
| 6  | Material Misrepresentation by Context                    | The communication created a misleading takeaway through selective framing, omission of material context, or exaggerated personal testimony, despite no literal falsehood.   | An influencer says, “I lost 20 pounds using this,” but leaves out that they also had a trainer, a nutritionist, and a personal chef. | Micro Truths and Macro Falsehoods                 | Principle 1 – Truthful and Non-Misleading Communications |
| 7  | Simulated Authenticity                                   | The endorsement used engineered spontaneity, scripted vulnerability, or implied independence that did not reflect the commercial relationship.  | “I wasn’t even planning to post this...” (It’s in the contract.)   | Pretending it wasn’t an ad when it was.           | Principle 6 – Transparency                               |
| 8  | Ineffective Disclosure of Material Connection            | Disclosure existed in form but not in clarity, prominence, timing, or modality sufficient for consumer understanding and reduced the audience’s ability to recognize the communication as advertising regardless of whether disclosure was technically present.     | The influencer flashes “#ad” for half a second at the end of a fast video when everyone has already scrolled.                        | Technically disclosed, practically hidden.        | Principle 5 – Disclosure                                 |
| 9  | Obfuscation of Persuasive Intent                         | The content design or format reduced the audience’s ability to recognize the communication as advertising.  | The video feels like a personal story but never clearly signals, “This is an ad.”  | Selling without admitting you’re selling.         | Principle 6 – Transparency                               |
| 10 | Selective Experience Reporting Without Contextualization | Anecdotal or exceptional outcomes were presented without clarifying typical results or variability.   | “This app made me \$5,000 last month,” without mentioning most users make little or nothing.   | Showing the best case and pretending it’s normal. | Principle 2 – Substantiation                             |
| 11 | Disproportionate Exploitation of Trust-Based Influence   | Parasocial trust was leveraged in ways that predictably impaired audience judgment.   | “I wouldn’t tell you this if I didn’t care about you,” said to millions of strangers.  | Using friendship vibes to push a sale.            | Principle 3 – Fairness                                   |
| 12 | Unbalanced Power or Information Asymmetry                | The appeal failed to account for disparities in knowledge, expertise, or risk awareness.  | A beauty influencer promotes a treatment without explaining risks they fully understand.   | They know a lot more than you do, and use it.     | Principle 3 – Fairness                                   |
| 13 | Responsibility Misalignment                              | The sponsor exercised material influence while disclaiming responsibility for outcomes.   | The brand approved every word, then says, “That was the influencer’s opinion.”   | The brand steers the ship, then denies the crash. | Principle 8 – Voice and Internal Processes               |
| 14 | Unauthorized/Undisclosed Delegation of Expression        | Material elements of voice, likeness, or judgment were generated or altered without disclosure.   | The influencer’s face and voice are real, but the script and edits were done by AI without saying so.                                | It sounds human, but it isn’t.                    | Principle 6 – Transparency                               |
| 15 | Role Confusion Between Experience and Expertise          | Personal experience was presented in a way that implied expert authority.   | “I’m not a professional, but this cured my anxiety,” said to millions who trust them.  | Sounding like a doctor when you’re not.           | Principle 1 – Truthful and Non-Misleading Communications |
| 16 | Manufactured Peer Endorsement                            | Inauthentic or incentivized peer amplification created a false sense of consensus.  | Friends and followers post glowing comments because they were quietly rewarded to do so.   | Making it look like everyone loves it.            | Principle 6 – Transparency                               |
| 17 | Opaque Product Seeding or Incentivized Distribution      | Products or benefits were distributed to prompt endorsement without disclosure.   | Influencers receive expensive gifts and then rave about them without saying why.   | Free stuff that turns into secret ads.            | Principle 9 – Commercial Relationships                   |
| 18 | Insufficient Ethical Instruction or Standards            | Creators were engaged without reasonable guidance or training.  | The brand hires creators but never explains disclosure rules or expectations.  | Nobody told them where the lines were.            | Principle 8 – Voice and Internal Processes               |
| 19 | Failure to Exercise Ongoing Oversight                    | The sponsor failed to monitor or remediate unethical conduct after awareness.   | The brand sees misleading posts going viral and says, “It’s already out there.”  | Looking away once it’s live.                      | Principle 8 – Voice and Internal Processes               |
| 20 | Degradation of Trust at Scale                            | Repeated practices diminished transparency and public trust in advertising.   | After years of sneaky ads, people stop trusting influencers altogether.  | It works... until nobody believes anyone anymore. | Principle 4 – Social Responsibility                      |
| 21 | Suppression of Audience Feedback and Counter-Speech      | The influencer or sponsoring entity disabled, restricted, filtered, or selectively moderated audience comments or feedback in order to prevent reasonable questions, criticism, or counter-information that could affect consumer understanding or decision-making. | Everyday version: You can talk at people, but they’re not allowed to talk back.  | “Selling, but not listening.”                     | Principle 3 , Fairness                                   |
| 22 | Suppression of Audience Comments and Counter-Speech      | The influencer or sponsoring entity disabled, restricted, filtered, or selectively moderated audience comments or feedback in order to prevent reasonable questions, criticism, or counter-information that could affect consumer understanding or decision-making. | You can talk at people, but they’re not allowed to talk back   | “Selling, but not listening.”                     | Principle 3 , Fairness                                   |