

Instructor Policies and Procedures

Birth Boot Camp Instructors must comply with all of the terms and conditions set forth in the Policies and Procedures. Please review the information in these policies carefully. They explain and govern the relationship between you, as an instructor, and Birth Boot Camp, Inc. (“Birth Boot Camp” or the “Company”). It is the responsibility of each instructor to read, understand, adhere to, and ensure that she is aware of and operating under the most current version of these Policies. The most current version of these Policies and Procedures will be posted on the instructor website, www.birthbootcamp.net.

Title(s) and Certifications

Instructors who have completed the Birth Boot Camp Instructor certification program may place the letters “BBCI” after their name to show that they are a Certified Birth Boot Camp Instructor. Those instructors who are also doulas, but have not completed the Birth Boot Camp Doula certification program, may *not* refer to themselves or imply that they are a Certified Birth Boot Camp Doula.

Class Size

The instructor agrees to keep class size at a manageable level. Birth Boot Camp recommends no more than 10 couples in each live class.

Curriculum

The instructor agrees to teach the various Birth Boot Camp Classes as printed in the Instructor Outlines. Courses and workshops are not to be condensed. We recommend timing of 1 session per week. You may teach more than one session per week, but there must be 24 hours between each class session.

Personal opinions/beliefs/advice should not be given in class. The instructor agrees to teach the courses as written

Pricing

The instructor agrees to no predatory pricing, meaning that instructors will not set pricing with the intent to undercut other instructors in their area. Instructors will price classes based upon the fair market value.

Instructor Status

Instructors are independent contractors and are not purchasers of a franchise or business opportunity. Instructors do not work for Birth Boot Camp as employees. No franchise fees are required, as the Company is not a franchisor and instructors are not franchisees.

Materials

The instructor agrees to not share any passwords, login information, and/or materials. These actions will not be tolerated. It violates copyright laws, your non-compete agreement, and the Birth Boot Camp Code of Conduct.

Non-disparagement

Birth Boot Camp wants to provide its instructors with superior curriculum, products and service in the industry. Accordingly, the Company highly regards each instructor's constructive criticisms and comments. All such feedback should be submitted in writing to Birth Boot Camp Headquarters. While Birth Boot Camp welcomes constructive input, negative comments and remarks made by instructors about the Company, its Curriculum, Products, etc. serve no purpose other than to diminish the enthusiasm of other Birth Boot Camp Instructors. For this reason, instructors must not disparage, demean or make negative remarks about Birth Boot Camp, other Birth Boot Camp instructors or doulas, the Curriculum, the Products, or Birth Boot Camp's Headquarters team, advisory board or employees.

Advertising

All instructors shall safeguard and promote the good reputation of Birth Boot Camp and its products. The marketing and promotion of Birth Boot Camp products and services shall be consistent with the public interest, and must avoid all discourteous, deceptive, misleading, unethical or immoral conduct or practices.

To promote the online and live classes that Birth Boot Camp offers, instructors must use the sales aids and support materials produced by Birth Boot Camp. If Birth Boot Camp

instructors develop their own sales aids and promotional materials (which includes Internet advertising), notwithstanding instructors' good intentions, they may unintentionally violate any number of statutes or regulations affecting Birth Boot Camp.

Accordingly, instructors must submit all written sales aids, promotional materials, advertisements, websites and other literature to Birth Boot Camp for approval prior to use. These should be submitted by email to [hhauptly@birthbootcamp.com](mailto:hauptly@birthbootcamp.com) or via the Birth Boot Camp Meme Makers Facebook group.

Online Policies

- Instructor Website URLs and/or Private Website URLs and designs must be approved by Birth Boot Camp before use. Website URLs may not contain the name "Birth Boot Camp." I.e.: www.MansfieldBirthBootCamp.com or www.BirthBootCampKansas.com
- A Private Website may not mimic the birthbootcamp.com website, or otherwise portray itself, purposely or unintentionally, as an official corporate website.
- All content on Private Websites is subject to periodic review by Birth Boot Camp. Birth Boot Camp reserves the right to take any and all appropriate measures to remove content it deems inappropriate.
- Private Websites must prominently display the official Birth Boot Camp logo, and must clearly state that it is an instructor website on the landing page. The site must also have a link to www.birthbootcamp.com displayed prominently on the landing page.
- Advertisements must safeguard and promote the good reputation of Birth Boot Camp and its products.
- Instructors must submit all custom online advertisements to Birth Boot Camp for approval prior to use.
- Images and other content created by Birth Boot Camp may be used on instructors' Private Websites. However, images, text, and all other content created by other Birth Boot Camp Instructors may not be copied or used without the prior written consent of the content creator.
- If you are both a BBCI and BBCE, you are free to use BBC photography anywhere on your site. If you are not, you may only use it on pages where you are talking about what you offer through your BBC certification. Home pages are acceptable.
- Images and other content created by Birth Boot Camp - Birthbootcamp.smugmug.com may be used on instructor's private websites as long as the Birth Boot Camp logo is clearly displayed.

- Instructors may not use Birth Boot Camp's social media outlets for self-promotion.
- The use of spam, unsolicited email, and indiscriminate advertising is expressly prohibited. This includes adding an individual's email account information to your customer list to send out newsletters and information without their permission.
- Instructors may not engage in activities that will, or have the potential to harm or detrimentally influence other businesses (instructor businesses or other businesses) that promote Birth Boot Camp live or online classes. This includes mentioning other businesses by name, their specific class or prices, pictures, website links, and/or comparison to your prices on your Private Website.

Birth Boot Camp Cooperatives

If the Birth Boot Camp-certified folks in your area decide to form a collective, or cooperative, there are rules and guidelines. You will be representing Birth Boot Camp in a big way and it's important to protect the brand.

1. In order to include "Birth Boot Camp" in a URL, it must be used by a *group* of BBCs, not an individual. The group must be inclusive of *all currently certified* Birth Boot Camp doulas and instructors in the area/city, including people who will certify in the future. There are rules associated with joining, so it is possible someone will not want to join the collective. Everyone should, however, be invited.

- It is suggested to create a Facebook page with the same name.
- Create your events within that FB page. Link to the events on your website.
- For the sake of the integrity of the BBC brand, the name and the final website must be approved.
- For example, [Doula of Abilene: A Birth Boot Camp Collective](#). They have a FB page and also a FB group open to the public to encourage conversation.
- Most participants do NOT have another website. It's just not needed unless you have other services that are not BBC related.

2. Application process detailing your plan - this can be found on both .nets. Many of these questions are also intended to help your group think through the details.

- What name(s) are you considering?
- Who is creating your website?
- Who runs the website?

- Who is setting up your FB page? Are you setting up everyone to be an Admin?
- As people certify, who is adding them? Who is removing those that do not recertify in March?
- Are you blogging on your website in order to keep it active and fresh? Do you have a schedule among your BBC folks?
- Who is updating events on the website and FB page?
- Who is posting on your FB page each day? Do you have a schedule?
- Who is currently in your local group? Only your BBC-certified services/classes may be listed. For example, if someone teaches BBC and is also a doula (trained or certified) with another organization, that may NOT be listed on this BBC Collective website.

3. No mention of other organizations or methods on a BBC-branded site. Again, It's important to maintain the integrity of Birth Boot Camp through the conversation, photographs used, language, etc. on your local BBC group sites. Remember, search words matter!

4. Check with your state as to whether you need a DBA (Doing Business As). We purposely chose not to take money through the website to avoid this issue, possibly complicating everyone's taxes. Technically, if you run your collectives or cooperatives the way Birth Boot Camp is suggesting, you are not in business together. If you start taking money through the website and having to divvy it up, things may get sticky real quick.

5. Grievances against one another are bound to happen on occasion. If you absolutely cannot solve a problem on your own, Headquarters will step in and help to figure out a fair solution.

6. As a new option, this will bring new situations and scenarios. These rules and guidelines are subject to change.

The application for the Cooperative/Collective can be found on the .net.

Trademarks and Copyrights

The name "Birth Boot Camp" (or any form thereof) and other names as may be adopted by Birth Boot Camp are proprietary trade names, trademarks and service marks of Birth Boot Camp. As such, these marks are of great value to Birth Boot Camp and are supplied to instructors for their use only in an expressly authorized manner. Use of the

Birth Boot Camp name or any form thereof, including their use as or within internet domain names, on any item not produced by the Company is prohibited, unless approved by the company.

If an instructor uses the name Birth Boot Camp and/or any of Birth Boot Camp's Products in his or her advertising, the instructor must identify the mark as the property of Birth Boot Camp, Inc. All instructors may list themselves as a "Birth Boot Camp Instructor" in the white or yellow pages of the telephone directory under their own name. No instructor may place telephone directory display ads using Birth Boot Camp's name or logo. An instructor may not answer the telephone by saying "Birth Boot Camp", or in any other manner that would lead the caller to believe that he or she has reached corporate offices of Birth Boot Camp. Instructors may not produce for sale, or any other purpose, any recorded Company events and speeches without written permission from Birth Boot Camp; nor may instructors reproduce for sale or for personal use any recording of Company-produced audio or video tape presentations. In accordance with an instructor's strict adherence to the foregoing instruction on the use of Birth Boot Camp's trademarks, Birth Boot Camp grants to each instructor so adhering, a nonexclusive license to use said marks. Said license may be revoked at any time at the sole discretion of Birth Boot Camp.