

OU Online Student Ambassador Program

Terms of Service

University of Oklahoma Online

Effective Date: July 01, 2026 • Version 1.0

1. Overview and Purpose

These Terms of Service (“Terms”) govern participation in the OU Online Student Ambassador Program (“Program”), administered by the University of Oklahoma Online (“OU Online,” “we,” or “the University”). By applying for, accepting, or continuing participation in the Program, each Student Ambassador (“Ambassador” or “you”) agrees to be bound by these Terms in their entirety.

The Program is designed to support enrolled OU Online students in creating authentic content that showcases the online student experience, promotes OU Online programs, and builds community among prospective and current students. Ambassadors serve as student content creators and brand advocates across digital platforms.

These Terms should be read in conjunction with the Memorandum of Understanding (“MOU”), which is attached hereto as “Exhibit A”. In the event of a conflict between these Terms and the MOU, these Terms shall control unless expressly stated otherwise.

2. Eligibility Requirements

To participate in the Program and maintain active Ambassador status, you must continuously satisfy all of the following requirements:

- Be currently enrolled as a student in an OU Online undergraduate or graduate degree program;
- Maintain a cumulative grade point average (GPA) of 2.5 or higher throughout the duration of your participation;
- Be at least 18 years of age at the time of application and onboarding;
- Be a legal resident of the United States;
- Be in good standing with the University of Oklahoma with respect to academic integrity, conduct, and financial obligations;
- Possess active personal social media account(s) suitable for the creation and distribution of Program-related content.

Employees, faculty, and staff of the University of Oklahoma and their immediate family members are not eligible to participate. OU Online reserves the right to verify eligibility at any time and to disqualify any participant who does not meet or ceases to meet the above criteria.

3. Program Structure and Ambassador Responsibilities

3.1 Content Creation Obligations

As a condition of participation, each Ambassador agrees to fulfill the following content creation responsibilities during each active Program session:

- Participate in one (1) brainstorming call during onboarding with the OU Online marketing team, as needed, to identify and mutually agree upon content topics;
- Produce a minimum of one (1) blog post per semester, along with any accompanying materials agreed upon during the brainstorming call;
- Create and share three (3) social media posts and three (3) stories per month centered on the OU Online experience via personal social media channels (Instagram, Facebook, and LinkedIn) using the designated hashtag: [#LearnOUOnline](#) and tagging OU Online as a collaborator;
- Respond to reasonable requests from OU Online staff in a timely manner regarding content revisions, approvals, or scheduling.

3.2 Social Media and Public Presence

Ambassadors are expected to maintain an active and appropriate social media presence throughout their participation. This includes posting Program-related content on a schedule mutually agreed upon with the OU Online marketing team. All public-facing content associated with the Program must reflect positively on the University of Oklahoma and its Online programs.

3.3 Media Relations

Ambassadors may be asked, at OU Online's discretion, to participate in media relations activities, including but not limited to interviews, press features, podcast appearances, and other promotional engagements. Participation in such opportunities is part of the Ambassador role, though the University will provide reasonable advance notice and guidance for such requests.

4. Intellectual Property and Content Rights

4.1 Grant of License

By creating content as part of the Program, you grant the University of Oklahoma and OU Online a [non-exclusive, royalty-free, perpetual, irrevocable, worldwide license](#) to use, reproduce, modify, publish, distribute, display, and otherwise exploit your name, likeness, voice, image, biographical information, words, photographs, videos, and other media content created in connection with the

Program (“Ambassador Content”). This license covers all platforms and formats, including but not limited to social media, websites, email communications, printed materials, radio and television advertisements, and any other promotional or marketing media, without requiring further permission or compensation.

4.2 Editorial Rights

OU Online reserves the right to edit, adapt, reformat, or otherwise modify Ambassador Content to align with the University’s brand voice, style guidelines, and messaging standards. The University will use reasonable efforts to preserve the integrity and authenticity of your contributions.

4.3 Ownership

You retain ownership of the original content you create. The license granted in Section 4.1 does not transfer ownership of your intellectual property to the University. However, any edits or derivative works created by OU Online from your Ambassador Content shall remain the property of the University.

5. Personal Information and Privacy

5.1 Information Shared Publicly

By participating in the Program, you consent to the public disclosure of the following personal information by OU Online for marketing and promotional purposes: your name, academic major, college or school of enrollment, graduation year, and certain general demographic information as mutually agreed upon during onboarding.

5.2 Data Collection and Use

Personal information collected in connection with the Program will be used for Program administration, content coordination, and University promotional activities. OU Online will handle all personal data in accordance with the University of Oklahoma’s Privacy Policy, available at www.ou.edu/privacy. Personal information will not be sold or disclosed to third parties for independent marketing purposes without your prior written consent.

6. FTC Disclosure and Compliance

You acknowledge and agree that your participation in the Program constitutes a material connection with the University of Oklahoma that must be disclosed in accordance with the Federal Trade Commission’s (“FTC”) Guides Concerning the Use of Endorsements and Testimonials in Advertising (16 C.F.R. Part 255).

Accordingly, you agree to include clear and conspicuous disclosures in all content created in connection with the Program, including but not limited to:

- The hashtag #sponsored #gifted in social media posts where gifted promotional are included (unboxings, etc.);
- The hashtag #OUOnlineAmbassador in social media posts;
- A written or verbal disclosure of your affiliation with OU Online in any blog posts, videos, podcasts, or other long-form content.

You are solely responsible for ensuring your content complies with all applicable FTC guidelines, platform-specific disclosure requirements, and any other applicable laws or regulations. OU Online reserves the right to require content revisions if disclosures are deemed insufficient.

7. Compensation and Employment Status

Participation in the OU Online Student Ambassador Program is voluntary and does not constitute employment with the University of Oklahoma. Ambassadors will not receive financial compensation for content created or activities performed as part of the Program.

Participation in the Program does not:

- Create an employer-employee relationship between the Ambassador and the University of Oklahoma;
- Qualify for or count toward internship credit or academic credit of any kind;
- Entitle participants to any employment benefits, workers' compensation, or other employment-related protections.

OU Online may, at its sole discretion, provide non-monetary recognition, access to University resources, or other experiential benefits to Ambassadors; however, such benefits do not alter the non-compensatory and non-employment nature of the Program.

8. Standards of Conduct

Ambassadors represent the University of Oklahoma in their role as brand advocates and are expected to conduct themselves accordingly in all Program-related activities. You agree to:

- Create content that is accurate, truthful, and consistent with the University's values and brand standards;
- Refrain from making statements that are defamatory, discriminatory, harassing, explicit, or otherwise harmful to the University, its students, faculty, staff, or affiliates;

- Avoid sharing confidential or proprietary information about the University or the Program without prior written authorization;
- Avoid sharing confidential student information in accordance with privacy laws including, but limited to, Family Educational Rights and Privacy Act;
- Comply with all applicable state, federal and local laws, regulations, and University policies in connection with your role as an Ambassador;
- Promptly notify OU Online of any potential conflicts of interest or situations that may reflect negatively on the University.

9. Term and Termination

9.1 Program Sessions

Participation in the Program is structured on a session-by-session basis. Acceptance into the Program for one session does not guarantee continued participation in future sessions. OU Online will communicate session terms and renewal expectations prior to the commencement of each session.

9.2 Termination by Either Party

Either party may terminate this agreement at any time upon providing written notice to the other party. Termination by the Ambassador must be submitted in writing to the OU Online marketing team (miriam.olson@oueducationservices.org). Termination by OU Online will be communicated in writing to the Ambassador's email address on file.

9.3 Automatic Termination

Ambassador status will be automatically terminated under any one of the following circumstances:

- The Ambassador's cumulative GPA falls below 2.5;
- The Ambassador is no longer enrolled as an active student in an OU Online program;
- The Ambassador engages in conduct that OU Online, in its sole discretion, determines to be inappropriate, harmful, or inconsistent with the University's brand and values; or
- The Ambassador violates any provision of these Terms, the MOU, or applicable laws, regulations, and/or University policies.

9.4 Effect of Termination

Upon termination, the Ambassador must immediately cease representing themselves as an OU Online Student Ambassador and discontinue use of Program-specific hashtags and branding in new content. The license granted in Section 4.1 shall survive termination with respect to content created prior to the effective date of termination. Section 10, Release and Waiver of Liability, Assumption of Risk, No Guarantee of Outcomes, and Section 11, Indemnification, shall survive any termination of your participation in the Program.

10. RELEASE AND WAIVER OF LIABILITY; ASSUMPTION OF RISK; NO GUARANTEE OF OUTCOMES

TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, YOU, ON BEHALF OF YOURSELF AND YOUR HEIRS, SUCCESSORS, ASSIGNS, PERSONAL REPRESENTATIVES, EXECUTORS, AND ADMINISTRATORS, HEREBY RELEASE, WAIVE, AND FOREVER DISCHARGE THE UNIVERSITY OF OKLAHOMA, UNIVERSITY OF OKLAHOMA BOARD OF REGENTS, OU ONLINE, AND THEIR RESPECTIVE AFFILIATES, TRUSTEES AND REGENTS, OFFICERS, EMPLOYEES, CONTRACTORS, REPRESENTATIVES, AND AGENTS, TOGETHER WITH THEIR SUCCESSORS AND ASSIGNS, FROM ANY AND ALL CLAIMS, DEMANDS, CAUSES OF ACTION, DAMAGES, LOSSES, LIABILITIES, COSTS, AND EXPENSES OF ANY KIND OR NATURE ARISING OUT OF OR RELATING TO: (A) YOUR PARTICIPATION IN THE PROGRAM; (B) YOUR AMBASSADOR CONTENT; (C) YOUR VIOLATION OF THESE TERMS OR ANY APPLICABLE LAW OR REGULATION; (D) YOUR MISREPRESENTATION OF YOUR AFFILIATION WITH OR ENDORSEMENT BY THE UNIVERSITY; (E) ALLEGED OR ACTUAL INFRINGEMENT, MISAPPROPRIATION, OR VIOLATION OF ANY INTELLECTUAL PROPERTY, MORAL, PRIVACY, OR PUBLICITY RIGHTS IN CONNECTION WITH YOUR AMBASSADOR CONTENT OR PROGRAM ACTIVITIES; (F) DEFAMATION, LIBEL, SLANDER, OR DISPARAGEMENT IN CONNECTION WITH YOUR AMBASSADOR CONTENT OR PROGRAM ACTIVITIES; (G) FAILURE TO COMPLY WITH FTC'S ENDORSEMENT AND DISCLOSURE REQUIREMENTS OR PLATFORM-SPECIFIC TERMS, RULES, OR POLICIES; AND (H) MISUSE, UNAUTHORIZED USE, OR ALTERATION OF THE UNIVERSITY'S NAMES, TRADEMARKS, LOGOS, OR OTHER BRAND INDICIA. THIS RELEASE INCLUDES, WITHOUT LIMITATION, CLAIMS FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES, AS WELL AS LOSS OF REPUTATION, LOSS OF OPPORTUNITY, OR LOSS OF DATA.

YOU ACKNOWLEDGE AND VOLUNTARILY ASSUME ALL RISKS, KNOWN AND UNKNOWN, FORESEEABLE AND UNFORESEEABLE, ASSOCIATED WITH YOUR PARTICIPATION IN THE PROGRAM AND WITH THE CREATION AND DISSEMINATION OF AMBASSADOR CONTENT, INCLUDING RISKS RELATED TO PUBLIC VISIBILITY OF CONTENT, AUDIENCE REACTIONS AND ENGAGEMENT, AND REPUTATIONAL IMPACTS.

OU ONLINE DOES NOT GUARANTEE ANY PARTICULAR OUTCOMES FROM PARTICIPATION IN THE PROGRAM, INCLUDING BUT NOT LIMITED TO FOLLOWER GROWTH, CONTENT ENGAGEMENT, ACADEMIC OR PROFESSIONAL ADVANCEMENT, OR FUTURE EMPLOYMENT OPPORTUNITIES, AND YOU AGREE THAT YOU HAVE NOT RELIED ON ANY SUCH GUARANTEES.

11. INDEMNIFICATION

TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAWS, YOU AGREE TO INDEMNIFY, DEFEND, AND HOLD HARMLESS THE UNIVERSITY OF OKLAHOMA, UNIVERSITY OF OKLAHOMA BOARD OF REGENTS, OU ONLINE, AND THEIR RESPECTIVE AFFILIATES, TRUSTEES AND REGENTS, OFFICERS, EMPLOYEES, CONTRACTORS, REPRESENTATIVES, AND AGENTS, TOGETHER WITH THEIR SUCCESSORS AND ASSIGNS (COLLECTIVELY “UNIVERSITY INDEMNITEES”), FROM AND AGAINST ANY AND ALL CLAIMS, DEMANDS, ACTIONS, SUITS, PROCEEDINGS, INVESTIGATIONS, LIABILITIES, DAMAGES, JUDGMENTS, SETTLEMENTS, COSTS, FINES, LOSSES, AND EXPENSES (INCLUDING REASONABLE ATTORNEYS’ FEES) ARISING OUT OF OR RELATING TO: (A) YOUR PARTICIPATION IN THE PROGRAM; (B) YOUR AMBASSADOR CONTENT; (C) YOUR VIOLATION OF THESE TERMS OR ANY APPLICABLE LAW OR REGULATION; (D) YOUR MISREPRESENTATION OF YOUR AFFILIATION WITH OR ENDORSEMENT BY THE UNIVERSITY; (E) ALLEGED OR ACTUAL INFRINGEMENT, MISAPPROPRIATION, OR VIOLATION OF ANY INTELLECTUAL PROPERTY, MORAL, PRIVACY, OR PUBLICITY RIGHTS IN CONNECTION WITH YOUR AMBASSADOR CONTENT OR PROGRAM ACTIVITIES; (F) DEFAMATION, LIBEL, SLANDER, OR DISPARAGEMENT IN CONNECTION WITH YOUR AMBASSADOR CONTENT OR PROGRAM ACTIVITIES; (G) FAILURE TO COMPLY WITH FTC’S ENDORSEMENT AND DISCLOSURE REQUIREMENTS OR PLATFORM-SPECIFIC TERMS, RULES, OR POLICIES; AND (H) MISUSE, UNAUTHORIZED USE, OR ALTERATION OF THE UNIVERSITY’S NAMES, TRADEMARKS, LOGOS, OR OTHER BRAND INDICIA.

THE DUTY TO DEFEND IS IMMEDIATE UPON WRITTEN NOTICE AND SHALL BE WITH COUNSEL REASONABLY ACCEPTABLE TO THE UNIVERSITY. THE UNIVERSITY SHALL HAVE THE RIGHT, AT ITS OPTION AND EXPENSE, TO PARTICIPATE IN AND/OR ASSUME CONTROL OF THE DEFENSE AND SETTLEMENT OF ANY MATTER. YOU SHALL NOT SETTLE, COMPROMISE, OR CONSENT TO THE ENTRY OF ANY JUDGMENT WITH RESPECT TO ANY MATTER WITHOUT THE UNIVERSITY’S PRIOR WRITTEN CONSENT, WHICH SHALL NOT BE UNREASONABLY WITHHELD, CONDITIONED, OR DELAYED. INDEMNIFIED COSTS AND EXPENSES SHALL BE REIMBURSED AS INCURRED.

12. Modifications to Terms

OU Online reserves the right to modify these Terms at any time. Ambassadors will be notified of material changes via email to the address on file. Continued participation in the Program following such notification constitutes acceptance of the modified Terms. If you do not agree to the modified Terms, you must notify OU Online (miriam.olson@oueducationservices.org) in writing of your withdrawal from the Program within **ten (10) days** of receipt of the email from OU Online regarding the modified Terms.

13. Governing Law and Dispute Resolution

These Terms are governed by and construed in accordance with the laws of the State of Oklahoma, without regard to its conflict of law provisions. Any disputes arising under these Terms shall be subject to the exclusive jurisdiction of the state and federal courts located in Cleveland County, Oklahoma.

14. Miscellaneous

- Entire Agreement: These Terms, together with the MOU, constitute the entire agreement between the parties with respect to the Program and supersede any prior agreements, representations, or understandings.
- Severability: If any provision of these Terms is found to be unenforceable, the remaining provisions shall continue in full force and effect.
- Waiver: Failure by OU Online to enforce any provision of these Terms shall not constitute a waiver of its right to do so in the future.
- Assignment: You may not assign your rights or obligations under these Terms without the prior written consent of OU Online.

15. Contact Information

For questions about these Terms or the Student Ambassador Program, please contact OU Online at:

- Email: miriam.olson@oueducationsservices.org
- Website: www.online.ou.edu

Acknowledgment

By signing below, Ambassador confirms that they: (1) have read, understood, and agree to these Terms of Service in their entirety; (2) are at least eighteen (18) years of age and fully competent; and (3) sign this document voluntarily as their own free act and deed.

Ambassador Printed Name: _____

Ambassador Signature: _____

Date: _____

OU Online Authorized Representative: _____

Date: _____