



## The VanderMark Verified Account Trust Standard™

***Trust is not claimed. Trust is demonstrated.***

A VanderMark VM Number represents a public commitment to trust, accountability, ownership, and authenticity.

**1. Act With Integrity** Be truthful in your representations, credentials, communications, and business practices.

**2. Maintain Authentic Ownership** Accurately represent your identity, business, brand, and content ownership.

**3. Value Truth Over Virality** Never sacrifice accuracy or honesty for attention or engagement.

**4. Respect Others** Engage with professionalism, civility, and respect.

**5. Honor Transparency** Disclose material relationships, sponsorships, conflict of interest, and partnerships when appropriate.

**6. Protect Trust** Avoid conduct that exploits, manipulates, deceives, or defrauds others.

**7. Respect Intellectual Property** Credit the work, ideas, and contributions of others.

**8. Use Technology Responsibly** Use AI and emerging technologies honestly and ethically.

**9. Demonstrate Professional Accountability** Accept responsibility and correct mistakes when they occur.

**10. Uphold the Reputation of Verification** Strengthen public confidence in trustworthy digital presence.

**11. Leave Things Better Than You Found Them** Contribute positively to the communities and audiences you serve.

### **A Commitment to Trust**

Verification is not a guarantee of perfection. It is a commitment to transparency, responsibility, and continuous credibility.

By accepting and maintaining VanderMark verification, I affirm my intention to uphold these principles and contribute to a stronger culture of trust online and beyond.

***Trust is not claimed. Trust is demonstrated.***

### **Verified Account Agreement**

Name: \_\_\_\_\_

Organization (if applicable): \_\_\_\_\_

VM Number: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_