# Trade Dress Policy

How Ridelynk drivers present themselves and their vehicles.

Effective November 2026.

This policy keeps every Ridelynk ride clean, safe, professional and welcoming. It applies to every driver while logged in to the Ridelynk driver app, and it forms part of the Driver Independent Contractor Agreement.

## 1. Driver appearance

- Keep a clean, neat and professional appearance whenever you are online.
- Clothing must be clean, presentable and suitable for a professional transportation service.
- No offensive language, inappropriate images or discriminatory messages on clothing.

## 2. Dress code

- Suitable clothing includes polo shirts, button-down shirts, blouses, dress pants, khakis, and clean, presentable jeans.
- Clothing must fit well and give adequate coverage.
- Avoid pajamas, very revealing clothing, and clothing that looks dirty or damaged.
- Closed-toe shoes are recommended for safety and comfort.

## 3. Personal hygiene

- Keep good personal hygiene.
- Keep hair neat and groomed.
- Avoid strong perfumes, colognes and other overpowering scents, for passengers' comfort.

## 4. Vehicle presentation

- Keep the vehicle clean, well maintained and free of unpleasant smells.
- Keep the interior free of clutter and personal belongings.
- Display the Ridelynk trade dress issued to you, and your King County vehicle endorsement decal in the windshield, as Ridelynk, King County and the City of Seattle require.

## 5. Ridelynk trade dress and signage

- Use Ridelynk logos, decals or signs only as issued or approved by Ridelynk.
- Display the Ridelynk trade dress only while you are logged in to the Ridelynk driver app, keep it clean and readable, and place it where Ridelynk tells you.
- Never use another company's name or branding in a way that suggests it is linked to a Ridelynk trip.
- Remove the Ridelynk trade dress and return Company property when you stop driving with Ridelynk.

## 6. Professional conduct

- Treat every passenger with courtesy, respect and professionalism.
- No clothing, accessories or displays that promote harassment, discrimination, violence or offensive behavior.
- Keep a welcoming, respectful space for passengers of all backgrounds (see the Non-Discrimination Policy).

## 7. Compliance

- You are responsible for following this policy and any applicable local law.

- Any company-branded clothing, logos, decals or identification must be used as this policy and Ridelynk's guidelines say.
- Not following this policy may lead to corrective action under the Driver Deactivation Policy.

Every Ridelynk driver is expected to present themselves professionally and help make each ride clean, safe, comfortable and positive for every passenger.

## Signatures

**Driver acknowledgment: I have read and will follow this policy.**

Driver full legal name

Driver's licence state and number

Driver signature

Date