

17-Oct-2025

Statement from a DJI spokesperson,

“As the world’s leading drone brand, DJI has built strong, long-standing partnerships with creators worldwide. These collaborations are founded on mutual respect, transparency, and trust, and have helped us build an engaged, creative global community.

Like many brands with influencer marketing programs, we encourage our content partners to highlight product strengths and provide information to help them better understand our technology. We do not, and will never, condition commercial partnerships on content creators withholding negative feedback. Honest, independent reviews are vital to our product review programs.

The use of Non-Disclosure Agreements (NDAs) is also a standard industry practice, employed solely to protect confidential business information, not to stifle honest reviews or prevent disclosure of partnership terms.

To set the record straight, DJI has never asked any content creator to hide the nature of a paid partnership or to avoid disclosing sponsored content. We take compliance with consumer protection and advertising disclosure laws extremely seriously. Numerous product reviews from our content partners worldwide—all explicitly disclose the nature of the partnership—support this.”