Code of Conduct

The Awin Code of Conduct provides additional rules and guidelines to help publishers deliver high quality performance for advertisers in the Awin network.
Introduction

The Awin Code of Conduct applies to all Publishers in the Awin Network that deliver web traffic and consumers to Advertisers.

The Code seeks to achieve the following objectives:

**Confidence**
Maintain consumer confidence in the regulation of online advertising and tracking technologies

**Fairness**
Ensure fair dealings amongst publishers and advertisers

The Code includes practical guidance on how to comply. Publishers must follow this guidance in order to comply with the Code, but following the guidance does not guarantee compliance with the Code.

Publishers must decide for themselves which measures to take in order to comply with the Code. Therefore, complying with the Code may require publishers to take measures in addition to the measures described as guidance.

This Code reflects Awin’s expectations regarding general affiliate marketing. Additional expectations may apply to specific regions, industries and activities and are outlined in their respective Codes of Conduct and Best Practice Documents.

Namely these are:

- **Downloadable Software**
- **Coupon Advertising**
- **Cashback Best Practice (UK)**

Monitoring and Enforcement

The Awin Partner Compliance Team cooperates with Awin account managers, advertisers, publishers and third party suppliers to effectively monitor behaviour in the network and enforce compliance with this Code and our Terms and Conditions.

While we strive for a collaborative approach to resolving questions around activities, non-compliant activities will face sanctions ranging from warnings and forfeiture of commissions up to account suspensions, account terminations and network bans.
Rules and Guidance

Rule 1
Publishers proactively disclose all promotional activities and obtain advertiser approval for their activities.

Guidance
1. Publishers use the Publisher Profile Page to disclose their activities.
2. Publishers that engage in activities outside of their registered promotional spaces explicitly disclose this activity to the advertiser.

Rule 2
Publishers do not negatively impact Advertiser page performance, functionality or availability.

Guidance
1. Delivered traffic does not exceed reasonable expectations of delivered traffic volumes.
2. Where advertisers report interference or negative impact the publisher ceases the activity immediately.
3. Publishers do not employ techniques that change the design or interfere with the functionality of an advertiser page without explicit advertiser permission.

Rule 3
Publishers accurately represent their location of business and residence.

Guidance
1. On request publishers supply additional documents to verify their business location and residence of company shareholders.

Rule 4
Publishers only employ downloadable software that meets applicable standards.

Guidance
2. Publishers supply software for review by Awin partner compliance prior to usage for Advertisers.
3. Publishers only use downloadable software with express permission from the advertiser.

Rule 5
Publishers do not engage in “Spam”-Activities.

Guidance
1. Publishers do not use third party platforms or social media presences for advertising purposes without permission of the owner of the space

**Rule 6**
Publishers do not publish or permit the publication of any content which is likely to bring into disrepute publisher marketing, any advertiser or any of that advertiser’s respective licensors or licensees.

**Guidance**

1. Publishers ensure effective moderation of any user generated content it permits to be published.
2. Publishers immediately respond to any communication issued by any advertiser, or any of that advertiser’s respective licensors or licensees, which concerns content likely to be considered defamatory.
3. Publishers never consider the following examples of content appropriate:

   - Obscene or pornographic content
   - Discriminatory content, especially based on race, nationality, sexual identity, disability, religion or age
   - Libelous and defamatory content
   - Violent content or content inciting violence
   - Content infringing on intellectual property rights
   - Content in violation of applicable law

**Rule 7**
Publishers only engage in Paid Search Marketing in accordance with applicable laws and standards.

**Guidance**

1. Publishers abide by paid search expectations disclosed in respective advertiser profiles.
2. Publishers do not use terms infringing on third party brands in their paid search activities.
3. Publishers consider applicable all laws from their home country, the country of residence of the advertiser as well as the country of residence of targeted consumers.
4. Publishers notify and provide proof to Awin of any agreements with an advertiser regarding any exclusivity or other arrangements regarding the use of specific terms, including branding, within paid search activities.

**Rule 8**
Publishers do not mislead consumers in their advertising activities.

**Guidance**

1. Any information publishers provide to consumers is accurate and current.
2. Publishers hold all relevant licences and registrations regarding their products. Examples of activities commonly requiring specific licenses and registrations are:

   - Financial Services
   - Health Care Services

3. Publishers do not impact the consumer’s browsing experience in an unexpected or malicious manner.

**Rule 9**
Publishers provide transparency about traffic sources and the environment that ads are displayed in.
Guidance

1. Publishers use HTTP Referrers that denote the actual content page that an ad was displayed in relation to.
2. Publishers do not engage in activities and techniques that misrepresent traffic sources.

Rule 10
Publishers do not misuse tracking Links and advertiser Material.

Guidance

1. Publishers only initiate tracking via a tracking link used for click tracking if the user voluntarily and intentionally interacted with the ad media or tracking link.
2. Publishers only initiate tracking for a specific advertiser if the consumer interacted directly with ad media for this advertiser.
3. If an agreement with an advertiser allows non-standard use of tracking links and advertiser material publishers provide Awin with the written confirmation of this agreement on request.

Rule 11
Publishers cooperate fully in the resolution of issues and disputes.

Guidance

1. Publishers respond to requests for information by Awin or advertisers in a timely, accurate and exhaustive manner.
2. Publishers cease an activity immediately if requested to do so by Awin or an advertiser.

Rule 12
Publishers comply with the spirit of this Code of Conduct.

Guidance

1. Publishers realise that this Code of Conduct is not exhaustive and they do not breach the spirit of the Code of Conduct.