



# 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 which participate in the Awin Network and deliver web traffic and consumers to Advertisers.

**The Code seeks to achieve** the following overriding objectives:

### Confidence

Maintain consumer confidence in the fairness of online advertising and tracking technologies

### Fairness

Ensure fair dealings amongst Publishers and Advertisers

### Compliance

Ensuring commitment to internationally recognised social standards and, in particular, the positions set out in the German Supply Chain Due Diligence Act

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

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

This Code of Conduct reflects Awin's expectations regarding general Affiliate Marketing. Additional expectations may apply to specific regions, industries and activities and are laid down in their respective

Codes of Conduct and Best Practice Documents.

Namely these are:

 [Downloadable Software](#)

 [Coupon Advertising](#)

 [Cashback Best Practice \(UK\)](#)

Furthermore, the ethical standards for suppliers shall be observed in accordance with Awin's [Supplier Code of Conduct](#) as may be amended or updated by Awin at its discretion on notice to the Publisher.

## 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 the Code of Conduct 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.



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## Rules and Guidance

### Rule 1

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

#### Guidance

- 01 Publishers use the Publisher Profile Page to disclose their activities.
- 02 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

- 01 Delivered traffic does not exceed reasonable expectations of delivered traffic volumes.
- 02 Where Advertisers report interference or negative impact the Publisher ceases the activity immediately.
- 03 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

- 01 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

- 01 Any downloadable software employed by a publisher complies with the [IAB Code of Conduct](#) for downloadable software.
- 02 Publishers supply Software for review by Awin partner compliance prior to usage for Advertisers.
- 03 Publishers only use downloadable software with the express permission from the Advertiser.

### Rule 5

Publishers do not engage in "Spam"-Activities.

#### Guidance

- 01 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

- 01 Publishers ensure effective moderation of any user generated content it permits to be published.
- 02 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.

- 03 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
- ➔ Libellous 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

- 01 Publishers abide by paid search expectations disclosed in respective Advertiser profiles.
- 02 Publishers do not use terms infringing on third party brands in their paid search activities.
- 03 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.
- 04 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.

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## Rule 8

Publishers do not mislead consumers in their advertising activities.

### Guidance

- 01 Any information Publishers provide to consumers is accurate and current.
- 02 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
- 03 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

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

## Rule 10

Publishers do not misuse Tracking Links and Advertiser Material.

### Guidance

- 01 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.
- 02 Publishers only initiate tracking for a specific advertiser if the consumer interacted directly with ad media for this advertiser.
- 03 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 who are Sub-Networks are responsible for and ensure the transparency of their sub-publishers' activities.

### Guidance

- 01 Sub-Networks will be solely held responsible for the promotional actions or omissions of their sub-publishers, as if those actions or omissions were their own. Any violation of any of the rules of this Code of Conduct committed by a sub-publisher shall be treated as a violation committed by the corresponding Sub-Network.
- 02 When reporting traffic and sales/leads back to the Awin network, Sub-Networks must use the Click Reference Parameter (clickref) to identify the sub-publisher and the URL field, to inform Awin of the sub-publisher URL that drove the sale/lead.
- 03 Awin will have absolute discretion over any sub-publisher promoting advertisers via a Sub-Network and reserves the right to suspend or block individual sub-publishers from promoting Awin's advertisers.
- 04 No Sub-Sub-Network relationships are allowed.

## Rule 12

Publishers cooperate fully in the resolution of issues and disputes.

### Guidance

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

## Rule 13

Publishers comply with the spirit of this Code of Conduct.

### Guidance

- 01 Publishers observe the ethical standards for suppliers in accordance with Awin's [Supplier Code of Conduct](#).
- 02 Publishers realise that this Code of Conduct is not exhaustive and they do not breach the spirit of the Code of Conduct.