

Code of Conduct Promotional codes

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Publisher management



Code of Conduct Promotional codes

The promotional code code of conduct applies to all publishers and advertisers who use promotional codes when promoting campaigns within the Daisycon network. The code of conduct must ensure that the use of promotional codes for consumers is user-friendly and reliable. It also contributes to transparent and honest cooperation between the publisher and the advertiser. This code of conduct must be observed at all times.

1. Media

- 1.1. The Publisher is required to select the media type "Promotional code and promotional sites" when the focus of the media is on communicating promotional codes.
- 1.2. The advertiser has a power to approve or reject the media in question.
 - 1.2.1. If the advertiser allows a media with media type "Promotional code and promotional sites" to the campaign and the campaign conditions do not state that promotional codes are not allowed, the advertiser may not simply reject transactions based on the use of promotional codes unless is of inaccurate promotions and / or improper use.
- 1.3. The promotion may only take place on the affiliate channel that has been approved by the advertiser;
 - 1.3.1. The Publisher leaves no doubt that promotion takes place via the affiliate channel approved by the advertiser. Not allowed is for example: *Publisher has been disapproved with media A for a campaign, but has been approved with media B. Publisher decides to pick up an affiliate link via media B and promote it on media A.*
 - 1.3.2. If a violation is found on article 1.3. all transactions of the relevant publisher will be rejected and the advertiser will exclude the publisher directly for the campaign (such at the advertiser's discretion).
- 1.4. An advertiser is entitled to terminate the collaboration with a publisher when it no longer meets the wishes of the advertiser. If an advertiser wants to terminate the cooperation with the promotional code publishers, the advertiser must communicate this prematurely by means of a notification to the affiliated publishers in question.
 - 1.4.1. After sending the notification, the publisher has a maximum of two working days to remove the promotional material from his media;
 - 1.4.2. Two business days after sending the notification, the advertiser is allowed to reject the publisher for the campaign.

2. Promotional codes & discount promotions

- 2.1. The publisher may only place promotional codes communicated by the advertiser through his campaign;
 - 2.1.1. Communication can take place via a news report, notification, ticket or via the Daisycon employee.
- 2.2. The actions of advertisers communicated via the Daisycon channel can be freely used and applied by publishers;
- 2.3. It should be clear to the consumer whether there is a promotional code or a general sale or discount;
- 2.4. It is not allowed to place promo codes that are specifically assigned to another party (exclusive promotional codes). In case of doubt, the publisher must always check with Daisycon.
- 2.5. Promotional codes and promotions must be kept up-to-date by the publisher;
 - 2.5.1. Expired promotional codes and promotions may only be communicated if it is immediately apparent to the website visitor that they have expired.
- 2.6. The communication of incorrect, misleading or non-existent promotional codes is not permitted;
 - 2.6.1. This also applies to communicating "free delivery" when this is not a temporary promotion or promotion code.
- 2.7. If an advertiser wants to have his promotion code, offer or promotion removed from the publisher's media, the publisher must comply with this at all times.

3. Forwarding the consumer

- 3.1. In order to forward the consumer to the website of the advertiser, the consumer must consciously and actively click through to the advertiser;
- 3.2. The value, description, duration and conditions of the promotional code or promotion must be visible to the consumer before the consumer is forwarded to the advertiser.
 - 3.2.1. Pop-up or iframes may not appear automatically, but must be a result of a conscious action by the consumer.

4. Keyword marketing

- 4.1. Buying on the brand name of the advertiser, "Brand bidding", is not allowed.
 - 4.1.1. If a violation is detected on line 4.1. all transactions of the relevant publisher will be rejected and the advertiser will exclude the publisher directly from the campaign (such at the advertiser's discretion).

5. Toolbar / Plugin

- 5.1. Toolbars / Plugins that ensure that consumers receive notifications about the presence of promotional codes without any action are not permitted;
- 5.2. If a Toolbar / Plugin is used, this must be reported as separate media.
 - 5.2.1. Only campaigns for which the media with media type "Toolbar / Plugin" has been approved may be added to the Toolbar / Plugin.

6. Shopping cart pixel

- 6.1. If the advertiser uses the Daisycon Shopping Cart Pixel this should be mentioned in the description of the campaign.

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