

# **Profit Accumulator Affiliate Guidelines - 16th April 2018**

## **1. Affiliates Advertising guidelines**

As an affiliate of Profit Accumulator (PA), any advertising you do on our behalf must adhere to advertising requirements.

We have created this document to educate our affiliates on the up to date rules and regulations when promoting PA and matched betting.

We want to ensure that none of your advertisements on behalf of PA are in any way misleading to customers, so please familiarise yourself with the requirements outlined below and keep this document for future reference.

If you have any questions or require further clarification, please contact us on [affiliates@profitaccumulator.co.uk](mailto:affiliates@profitaccumulator.co.uk).

## **2. Creative**

We would advise all of our affiliates to make use of the range of creative assets that we have on offer in your iDev account. All the marketing materials are fully compliant.

We will be adding more banners and images in the coming months.

## **3. Homemade creative**

Any creative assets, including homemade banners that are used to promote PA, must be approved by us before being published. We encourage you to create original content and this may include graphics and/or pictures, but please just make sure to run it past us before you start using it.

## **4. Email templates**

Any email templates used in email campaigns must adhere to the following:

- The PA brand name must not appear in the 'from' field to make it clear to the recipient that the email has not been sent by PA.
- A working unsubscribe link must be included in every send.

If you are engaging in email marketing you must make sure that you are also aware of the laws around opt-ins and email marketing in general . On May 25th the GDPR laws will start to be fully enforced. Please familiarise yourselves with the changes.

<https://www.eugdpr.org/>

The main areas to look at are:

- **Consent.** How you obtain email addresses:
  - Are the recipients fully aware that they are signing up to receive email marketing comms?
  - Is it an *opt-in* form?
  - Can they unsubscribe easily from every email?
- **Right to access:**
  - People have a right to have a copy of their data if requested.
  - People have a right to know what you are doing with the data.
- **Right to be forgotten:**
  - You have to delete people's data from your systems if they ask.

## 5. Social Media

These rules apply to both organic and paid social media marketing.

Facebook, Twitter and the other social networks have their own strict guidelines in regards to advertising. Please familiarise yourself with them.

Here are some specific guidelines in regard to advertising matched betting:

- As matched betting is loosely classed as gambling, all adverts must be targeted at over 18's.
- Organic posts cannot be age targeted, but what you can do is make sure the copy and tone of voice isn't be aimed at children. Matched betting is for over 18's only. Do not post images that appeal to children or use individuals in your adverts that are or look under 25.
- Do not use prohibited terms (see point 6).

It is imperative that you are as clear as possible and do not mislead the customer in anyway. Please don't try and trick potential customers into clicking or engaging with your content. Be honest.

If conducting paid social advertising, the paid adverts should be promoting the affiliate site and not the PA site. It should not be possible for a consumer to think you are promoting our brand directly. If in doubt, please share the creative and user journey with us before going live.

Affiliates are not permitted to direct link to the PA site through any paid social activity.

## 6. Prohibited Terms

As per the ASA's rulings, certain terms and phrases are not allowed to be used when you are talking about matched betting. This extends to marketing materials and on-site content.

The prohibited terms are:

- Any claims of guaranteed earnings, or that earnings are guaranteed in any way.
- Any claims of earning exact amounts e.g. 'earn £1000 every month'.
  - You can reference how much you have earned personally, but please be honest and consider that you may have to prove it at some point. Any specific claims of your personal earnings must be backed up with documented evidence.
- Any claims that earnings can be maintained at a consistent level.
- Any claims that matched betting is risk-free.
- Any claims that matched betting could be used to help pay off personal debt.

There may be more new terms added in future. We'll endeavour to make sure you are kept up to date on the latest rulings from the ASA in regard to matched betting.

## 7. PPC

While we allow and work with affiliates to advertise through PPC ads (display and search), there are a few conditions in which we do not allow as part of the affiliate program:

- Affiliates must not bid on PA brand terms.
- Affiliates must not use brand name in display URL's.
- Affiliates must not manipulate the PA brand name in ads e.g. 'Profit Accumulating'
- Affiliates must please add "Profit Accumulator" as negative keywords to all campaigns, using phrase match.
- Affiliates are not permitted to direct link to the PA Site through any paid search Activity.

## 8. Domain names/URLs

Affiliates are not allowed to register any domain names which include PA's brand name. Any Affiliate who registers domain names in breach of this rule will have their account suspended pending an investigation.

## 9. Brand Guidelines

Approved PA affiliates will be able to use assets provided by PA (e.g. web banners) to direct your users to the PA website.

PA reserves the right to withdraw permission to use the assets at any time if their use is inconsistent with these guidelines, the Terms, or is otherwise deemed inappropriate by PA.

All of the content on the PA website is owned by (and all copyright, trademark and other intellectual property rights in that content shall at all times remain vested in) PA and is protected by UK and international copyright and other intellectual property laws. Each affiliate may use one or multiple assets provided by PA including web banners and logos in compliance with the brand.

## **10. Competitors**

PA insist that all our affiliates ensure that any reviews or comparisons with our competitors are accurate, fair and not misleading or defamatory.

## **11. SMS**

SMS marketing and the collection of mobile phone numbers is heavily regulated and we would recommend to not use it as a marketing tool.

If you wish to use SMS marketing to market the PA affiliate scheme, you must contact us first.

## **12. Advertorials**

Paid PR and advertorials are absolutely fine, just please make sure to run any copy past us first.

## **13. Substantiation**

Before submitting marketing communications for publication, marketers must ensure that they hold documentary evidence to prove all claims, whether direct or implied, that are capable of objective substantiation. For more information please see the following advice online from ASA

<https://www.asa.org.uk/advice-online/substantiation.html>

## **14. Affiliate Programme Terms and Conditions**

At all times, you must comply with the relevant Affiliate Programme Terms and Conditions, which are available here - <https://www.profitaccumulator.co.uk/affiliate-terms/>

## **15. Direct Link Landing Pages**

Affiliates are not permitted to perform direct linking through PPC, Organic social, paid social or any other digital marketing activity to the PA site.

This also extends to iframes of the PA site itself that feature affiliate links instead of normal signup links. This is forbidden.

## **16. Promotions & Exclusivity**

Certain promotions will only be made exclusively available to select marketing channel(s) or affiliate(s). Any affiliates found using these promotions without permission will have their account suspended pending an investigation

For more information on Gambling commissions advertising/marketing rules and regulations, please see here:

<http://www.gamblingcommission.gov.uk/for-gambling-businesses/Compliance/General-compliance/Social-responsibility/Advertising-marketing-rules-and-regulations.aspx>

For more information on Advertising Standards Agency's advertising/marketing rules and regulations, please see here:

<https://www.asa.org.uk/codes-and-rulings/advertising-codes.html>

If you have questions or think your current activity may not be compliant please contact us immediately to review. With recent announcements in the sector it is very important that we hold ourselves and our partners to the highest standards and ensure that we are not conducting marketing practices that are prohibited by The Gambling Commission, The ASA or other regulatory bodies.

I/We the undersigned accept the above terms and conditions and agree to operate within the guidelines described.

Name .....

Signed .....

Date .....