

Tradedoubler Downloadable Software Code of Conduct

The following code of conduct relates to downloadable software, which can be categorised as toolbars, browsers extensions, pop-ups, widgets, onsite optimisation tools, and other affiliates who use downloadable or embedded software.

- 1. Publishers must be transparent to users, including disclosing clearly the purpose and functionality of the relevant software. Users must have the option to explicitly opt-in, with a clear option to opt-out, disable, or uninstall the software at any time.**

Partners must comply with all applicable laws and regulations and our other publisher policies, in accordance with the above.

- 2. Publishers are expected to follow basic best practices depending on the type of software being used, with clear indicators for users to close or opt-out of any software, among other expectations.**

Publishers cannot mislead users (for example, simulated system messages) and cannot interface with the intended functionality of the brand's website. As stated above, clear exit, close, opt-out, or "I do not consent" options must be available, and this software cannot appear on non-consenting brand websites.

- 3. Onsite optimisation tools cannot work on brand websites (or partner websites) without explicit permission.**

These tools also cannot alter prices, terms, branding, or other promotions on site (or display false promotions to consumers) without proper authorisation from the brand. These tools must be non-disruptive and cannot degrade the brand's site (for example, site speed, SEO, etc.).

User data collection must be in accordance with relevant laws and regulations and cannot be tracked beyond the original site without consent of the user. Publishers also cannot drop cookies without a legitimate user-initiated click.

- 4. Downloadable software cannot be bundled together with unrelated software, and users must be clearly informed of the functionality and data handling practices prior to installation.**

In accordance with the above, full removal must be possible via standard browser or OS tools.



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5. **Publishers can only collect essential data needed for the functionality of the software, and comply with all privacy laws (GDPR, etc.), with no personal data sold or used without user authorisation.**
6. **Publishers are expected not to engage in deceptive or malicious practices in order to trick users or force clicks.**

Publishers cannot force redirects, engage in hidden installations or other deceptive tactics (such as fake system messages, etc.) to drive affiliate clicks or deceive users. Publishers also cannot attempt to circumvent tracking or attribution technology to reward themselves with additional commissions.

Publishers are expected to comply with the above alongside our standard publisher policies. Failure to do so can result in program removal, commission forfeiture, and network removal.

Last reviewed by Intl. Network Quality and Compliance Manager 26/08/2025