

Tradedoubler Paid Search Code of Conduct

As a standard, Tradedoubler operates under the following policy for partner's paid search activity:

1. **Partners must not bid on any brand specific terms or trademarks of the brand, including its variations.**

This relates to all search engines in any relevant market to the program, including internationally. Monetised links (whether directly through Tradedoubler or another partner, such as a subnetwork) will be asked to be removed.

Tradedoubler follows a three strike procedure, which ultimately results in permanent program removal / commission deletion.

2. **Partners must not bid on any misspellings of the brands terms or trademarks, including the brand's company name.**

Ad hi-jacks* are considered fraud and will result in immediate program removal and commission deletion. This will also trigger an investigation from the network quality team that could result in network removal.

*An ad hi-jack is defined as a partner posing as a brand in a deliberate attempt to mislead the customer.

3. **Partners must add negative keywords when bidding that are related to the brand's trademarks or brand specific terms. These are located on the program page or at request from the account manager, but can also be generic.**

Should a partner receive a violation email regarding an ad, they will receive a keyword list they can use for negative matching, but this will still count as their first warning.

4. **Broadmatching is acceptable and is the preferred method for partners to drive traffic for keywords.**



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- 5. A partner can bid on an brand's keywords if a prior agreement has been made between the two parties.**

This agreement can be made between the partner and the brand directly or with the account manager of the program.

- 6. Partners may only directly link to an brand's website when explicitly given permission to do so by the brand.**

- 7. The keyword policy of a partner program can be located on the program page within the TD interface. This can be spotted under the "Show More" section.**

If the program does not have a specific policy, then publishers must assume it is a closed policy with no jurisdiction to bid on any branded terms / variations without prior consent.

- 8. TD uses multiple tools and a software to monitor all SEM to ensure publishers remain compliant with the above policies. If a partner is emailed regarding their SEM, TD expects a response within 24 hours.**

Further information can be found in our [general publisher policy](#) regarding remuneration.