

# Tradedoubler Voucher Code of Conduct

In order to improve the affiliate voucher space, Tradedoubler will not verify any partner sites that promote any fake offers (whether these are Tradedoubler related advertisers or not). Once a site has been verified, we expect that partner to adhere to the following code of conduct

1. **Fake offers cannot be promoted under any circumstances. Partners found promoting fake offers\* will be subject to program removal and commission forfeiture at the discretion of the program's account manager.**

\*Fake offers are defined as codes, promotions, deals, or offers that are deliberately deceptive, fraudulent, or counterfeit, or but not limited to attempts at scamming consumers (e.g. through phishing). No fake codes or offers in any form can be promoted. Any partners caught doing so can be suspended from programs and forfeit their commissions earned for the program itself in general.

Whenever a fake offer is spotted by an advertiser or the network, the network quality team will ask the partner to remove these fake codes and have a twenty four hour compliance window. Failure to make these amendments, whether communicated or not, will result in a ban from the program. Re-joining programs is possible, but complete compliance will be expected.

Any partners caught promoting fake offers a second time will be permanently banned. Widespread fake offers can result in network removal.

2. **Vouchers / promotions / discounts must be labelled correctly, with the correct details corresponding to the offer clearly identified for the customer to see. If the customer is required to make a qualifying purchase or join a newsletter, for example, this must be clearly marked. The same applies if a code is used.**

Partners are only allowed to promote the codes on sites for which they are accepted onto a partner program. For example, if a partner owns two partner sites and only one of those is accepted onto the relevant partner program, the partner can only promote the codes on the one site that is accepted on the program, and should they wish to promote on their second site, will need to apply to, and be accepted on, the brand's program.

3. **Monetised vouchers (those through the affiliate channel) must be pre-approved by the brand. The simplest way to ensure the offer is valid is to check the Tradedoubler voucher API.**



When promoting discount codes or offers, partners are only authorised to initially promote what is shown within the relevant API feed onto the accepted partner program or through the “Vouchers” section located in the TD platform, unless a partner has prior express permission from the brand to promote user-generated content or other types of codes (this does not necessarily include exclusive codes that can be shown through a partner’s individual API or within the “Vouchers” section).

**4. Partners must clearly indicate the expiration of codes / offers and not actively promote those that have already expired.**

Partners are expected to monitor their codes and remove codes from their pages once they have expired, however if these codes are clearly marked as expired (or are unable to be used by a consumer) this is not grounds for removal from a program.

**5. Partners must ensure effective moderation of any user generated content and that it fully complies with the Tradedoubler Code of Conduct.**

**6. Should a brand request for offers to be removed, a partner must comply or face program removal / commission deletion.**

Brands are responsible for accurately displaying information within the offer, ad, API, or however the code itself is promoted to the partner, including a clear end date that the partner can then show to the user. If a partner is however asked to remove an expired code and fails to do so, especially if the code is promoted as either not expired or is still usable by a consumer on the page, this can become grounds for removal with the discretion of the advertiser.

**7. Partners are expected to not promote any leaked or exclusive offers for other partners and to monitor their user generated content to ensure that these offers / codes are not stolen from other sources.**

Last reviewed by Intl. Network Quality and Compliance Manager 03/04/2025