



18.07.2025
Stockholm
Sweden

Tradedoubler Social Media Code of Conduct

In order to ensure TD brands are protected, we have some clear guidelines presented below that can support our social media advertising partners to ensure they remain compliant with program terms and conditions. The below is related to, but not limited to, the following platforms: Instagram, TikTok, Facebook, YouTube, Pinterest, LinkedIn, BlueSky, X (Twitter), Threads, Snapchat, and others. Though referred to as “publishers” below, “partners” or “influencers” are also acceptable terms.

1. Publishers must follow all applicable rules and policies of the platforms they post on, including each platform’s advertising, promotional, and branded content rules.

Violations of platform terms that result in account suspension or content removal may also impact your connection to the partner program.

2. Publishers must clearly disclose partner program connections / relationships in all social media content, including but not limited to posts, stories, reels, shorts, pins, and other formats.

This can be in the form of captions, descriptions, or within the content itself, with disclosures such as “#ad”, “#sponsored”, “#affiliate”, etc., all acceptable. Phrases such as “As an affiliate, I may earn a commission from a qualifying purchase” or using voice or text disclosure within video content is also acceptable. Disclosures themselves must be easy to notice (for example, not buried in a long hashtag list) and in the same language as the content itself.

3. Publishers must respect brand integrity, and cannot misrepresent the brand and their products, etc., in a disrespectful or non-accurate manner.

Publishers must avoid using language or visuals that could harm the reputation of both TD and the brand. Any impersonation of the brand or claiming official partnership beyond the partner program connection can also result in removal from the program and commission forfeiture.

4. Publishers cannot post any inappropriate content using affiliate links on any platform, including but not limited to hate speech, bigotry, violence, or adult content.



18.07.2025
Stockholm
Sweden

This can also include the promotion of illegal activities, misinformation, or certain controversial topics when they are not aligned with the brand's values. Publishers also cannot encourage unsafe or unethical usage of a brand's products.

5. Only pre-authorized images or creatives may be used when promoting a particular product or brand. Publishers can use other brand assets with explicit permission from the brand themselves, or their account manager, prior to posting.

Logos, including other brand related imagery, cannot be altered or distorted, and publishers must avoid using unofficial, low-quality, or AI generated visuals that may misrepresent the brand.

6. Publishers are generally encouraged to engage positively with their audience in comments or replies, avoid deleting constructive criticism (unless it violates a platform or community rule), and to report harassment or abuse through proper platform channels.

7. Should publishers wish to use paid ads to promote partner content, prior approval may be required from the brand or the account manager of the program.

Please check beforehand to ensure this is acceptable on the relevant program. Should paid ads be used, trademark bidding or use of brand names is not permitted in any form within ad copy unless prior authorisation is given.

8. TD or brands may ask for certain posts to be taken down, amended, or delayed depending on any issues that conflict with a program's promotions or other policies.

9. Accounts with paid followers may be considered misleading and must be disclosed upfront.

10. Publishers must disclose upfront if they have multiple social channels, and should have these separated traffic-wise (through separate IDs) unless prior approval from TD has been given beforehand that the same ID may be used to promote brands on multiple platforms.

Last reviewed by Intl. Network Quality and Compliance Manager 15/07/2025