

Tradedoubler Content Code of Conduct

Tradedoubler aims to partner with a variety of high-quality content publishers. As a standard, we expect these publishers, including those operating through third-party means (such as subnetworks) to abide by the following code of conduct.

1. No pornographic content, no bigotry, extremism, racist, sexist, homophobic or transphobic, derogatory, defamatory or offensive content whatsoever

Any publisher caught promoting or displaying content of this type on their site will be removed entirely from the TD network. Publishers who try to register sites that break this rule will have their sites rejected, and can also forfeit their commissions in accordance with our publisher policy.

2. Writing, and other forms of creative content (including but not limited to blogs, reviews, articles, etc.) must not contain any forms of plagiarism

Plagiarism is considered fraud by TD and can result in program removal, commission deletion, and network removal. Publishers who join TD are vetted for plagiarism using third-party tools, and on-going partnerships are checked routinely.

3. Misusing ads (including banners and images, etc.) and other forms of product content on site, or creating new ad-based content without prior client or account manager approval, is not allowed, including logos and trademarks.

Ads can be located within the TD interface (under Ads Manager → Ads). These cannot be edited without a prior agreement.

4. Promoting incorrect offers (including vouchers, codes, etc.) that have not been authorised or approved by the client (including offers that the publisher isn't directly authorised to promote that can be promoted by other publishers or channels) and the promotion of fake offers is not allowed

More information on this can be found within the [voucher code of conduct](#).

- 5. Mislabelling terms and conditions (especially within heavily regulated industries, such as finance or gambling, or within heavily restricted programs), missing terms and conditions or promoting incorrect terms is not allowed**

In certain circumstances, the promotion or display of misleading or incorrect information can lead to substantial fines. Any publishers caught doing this maliciously can also be removed from the network entirely.

- 6. Content must be based on accurate, authentic, and honest experiences (for example, reviews must be genuine), avoiding exaggerated, false, or misleading claims.**

- 7. Publishers must comply with privacy, copyright, and relevant advertising laws in all content and promotions.**

Further information can be located within our standard publisher policy.

- 8. AI content is allowed for TD publishers, however this content must be high-quality, well-edited, fact checked, and not misleading (for example, AI cannot be used to generate fake testimonials or manipulated images), this also extends to deepfakes and deceptive media.**

Publishers cannot use AI tools to imitate real people or brands without explicit permission nor can AI be used to create misleading videos, images, or impersonations (aka deepfakes). Publishers are responsible for the accuracy of all content, regardless of its source. Please note, some brands will choose not to work with publishers who utilise AI entirely for a multitude of reasons.

- 9. If AI generated content is prominently used (for example, a blog post written entirely using AI), a disclosure is encouraged to promote transparency.**

A simple example is "This article contains AI assisted content", or anything similar that is clearly viewable to an audience.