

Code of Restrictions and Standards of Promotion

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INTRODUCTION

We have prepared this Code of Restrictions and Standards of Promotion (the "Code") for our partners to help improve and ensure a higher quality of their promotion to the satisfaction of all, especially our advertisers.

We at eHUB (especially through our Managers) provide maximum assistance and offer a helping hand in this regard. The best possible promotional results of our partners are our common goal.

The purpose of the Code is:

- Ensuring fair cooperation between partners and advertisers,
- Creating and maintaining a decent affiliate marketing environment in the eyes of users and online customers.

It is up to you to decide what course of action and steps you will take to ensure that you comply with the restrictions and standards that apply to you.

This Code consists of 3 parts:

- **Categorization of partners**
- **Restrictions on promotion**
- **Promotion Standards**

CATEGORISATION OF PARTNERS

Each partner registered in our network is assigned to the appropriate category according to the primary type of their promotion. This division is particularly important for advertisers who work individually with each category of partner and need to distinguish between them. In this respect, the individual promotion rules associated with the respective category must be understood and followed. In eHUB we divide partners into the following categories:

CONTENT + REVIEW SITES

Content partners use their blog or website to promote their own content. They may write an article about the e-shop, about a given product they use, or a review of a selected product. In case they are not familiar with the products, they can be provided with them for personal testing, which increases the quality of the material prepared. Furthermore, they publish various thematic articles in which they insert appropriate links or banners.

AGGREGATOR (CATALOGUE)

Catalogue partners advertise on their website through a compiled catalogue of goods according to their RSS or XML feed data. Each advertiser can provide multiple feeds in different so-called formats (such as Google, Heureka, Zbozi, etc.), where the partner chooses the format that is close to their own. These feeds will be processed together into one output, within which it classifies the goods into different categories, which are then specified by the user when searching. He can thus compare goods from several e-shops and decide which one to purchase them from.

CASHBACK

Cashback partners offer their users the opportunity to get a part of the amount spent back, always from the commission earned for the order placed by the referred customer. The user chooses which e-shop he wants to buy from on the cashback portal and finds out the amount he will get back. For their users, who are becoming more and more numerous, these portals also prepare various promotions and competitions, during which the amount received can increase considerably.

CHARITY

Partners focused on charitable causes operate on a similar model to cashbacks, with one main difference - instead of getting the amount back, the user decides what charity to donate it to.

COUPON WEBSITES

Coupon partners aggregate and offer various discount promotions or issued coupons, similar to cashbacks, thus targeting more price-sensitive users. They are thus looking for an opportunity to get a direct discount on a planned order in a given e-shop.

LEADGEN

These partners are specifically oriented towards acquiring potential customers, which they convert into leads (expression of interest in a service/product). The goal of a lead is not to fulfil an order, but to complete a requested action (e.g. filling in a form).

MAILING

Promotion is done by these partners by sending emails to the database of acquired contacts. They are able to differentiate the collected contacts more deeply and offer them a more relevant offer. Usually, however, this form of promotion must be checked by the advertiser in advance.

REDIRECT

These partners purchase and operate domains from which they redirect users to set target URLs on advertisers' websites. This includes purchased traffic.

INFLUENCERS (SOCIAL NETWORKS)

In part, they resemble content partners in their promotion (sometimes they overlap), but their primary space is on social networks (various pages, accounts, groups, etc.). In particular, partners with smaller followings are increasingly using the performance affiliate model to work with brands with which they would not be able to work directly in influencer marketing.

CSS

These partners use CSS (Comparison Shopping Services) tools and also have their own catalogue projects (aggregators), which they promote through CSS. Paid advertising is standard on Google Shopping, Bing Shopping and others.

SUBNETWORKS

Specifically, these are partners that internally function as their own (affiliate) networks bringing together a number of their own affiliate partners and intermediately offer programs running on our network for promotion.

OTHER

If a partner does not fall into any of the above categories, has a very special form of promotion, or often a very numerous combinations of several of them, we will label them as "other". AI projects also fall into this group.

AM I ASSIGNED AN APPROPRIATE CATEGORY?

We understand that the choice of one category is not always the most accurate and that it may change completely over time due to changes in promotion. Therefore, in the event that your type no longer matches your main form of promotion, it is best to contact our team, and we will update it as soon as possible after clarification. Contact us at: info@ehub.cz

RESTRICTIONS ON PROMOTION

Restrictions on promotion establish basic key boundaries within which all partners, regardless of category, must operate. They are regularly checked, and any breaches are strictly handled.

Emailing without prior approval	Partners may not send out emailing without the prior consent of the advertiser or network, unless it is a regular emailing with a general offer of 3 or more advertisers or brands at the same time, which the users (recipients) have agreed to receive. Any form of spam is prohibited.
Misleading advertising	Partners may not use domain names or subdomains that contain the advertiser's brand in any form without the advertiser's consent. Partners must not prepare websites that include a web page or web pages designed in such a way that there is a risk of confusion with the advertiser's website. Partners must not set up social media profiles, pages or groups containing the advertiser's brand in their name without the advertiser's consent. Furthermore, they must not use fictitious and non-existent discount coupons or promotions or any other form of spam.
PPC on keywords (incl. brand) and direct arbitrage	Partners may not advertise on the advertiser's brand, any misspelled variations thereof, and other defined keywords in paid search results and on social media. And they may not use advertising in paid search results and on social media that will lead directly to the advertiser's website. If a partner wants to use PPC, they must direct traffic to their website.
Misspelled domains with brand name	Partners must not use misspelled domains containing the advertiser's brand and any misspelled variations thereof.
CSS (Google Shopping, Bing Shopping etc.)	Partners must not advertise in Google Shopping, Bing Shopping and other systems, even as CSS partners.
Using coupons unintended for affiliate	Commissions on orders containing coupons that are not specifically intended for affiliate may not be approved.
Direct domain redirection	Partner may not redirect users directly to the advertiser's domain, even through direct redirection through one or more embedded sites.
Promotion through coupon sites	Partners may not promote the advertiser through their own coupon sites, even if the coupons and discounts section is part of another form of promotion. In this context, it is prohibited to communicate the discount coupons themselves in the promotion, unless otherwise agreed.
Other	Specific restrictions according to the advertiser's wishes.
Plugin in browser	Partners may not use notifications via a browser plugin following a user's access to the advertiser's website.
PPC (completely)	Partners must not use advertising in paid search results and on social networks to promote the advertiser at all.
Creating your own content and using advertiser's logo	If partners create their own content to promote the advertiser, they may only publish this content with the prior consent of the advertiser or network.
Use of the cashback instrument	Partners may promote the advertiser through their own cashback portals but may not use the cashback instrument itself in the promotion, i.e. provide part of their commission from the promotion to the end user.
B2B orders	If a commission is tracked with an order that is placed by a customer who is a long-term B2B customer and/or has a modified (B2B) price list, such a commission will be declined. This is not automatically the case for any order to be placed by a customer with IN/VAT number.

PROMOTION STANDARDS

The promotion standards build on the above promotion restrictions. They thus further modify, extend, or otherwise supplement them. If a standard is aimed at a selected category of partners, it does not apply to others. Without such specification, it applies to all. We leave it up to you to decide what procedure and steps you choose to take to meet them.

Subnetwork

Rule: A partner designated as a Subnetwork is fully responsible for the traffic brought in by its own sub-partners and transparently discloses the sources of that traffic.

Standard:

- 1) Carefully monitor the traffic brought in by your own sub-partners who engage in promotion with you. Monitor each sub-partner's compliance with all terms and conditions that are binding in the promotion (including the advertiser's own terms and conditions).
- 2) Enter the sub-partner's details (its ID) and the URL address of the traffic source in the affiliate links. Use the optional Data1 and Data2 parameters for the links so that the data is written into statistics. We can arrange an alternative way to communicate the traffic data.
- 3) Do not include another subnetwork as your sub-partner when promoting through eHUB.
- 4) Note that we may ask you to suspend or permanently block a particular sub-partner at any time when promoting one or more affiliate programs.

Disinformation

Rule: Partners are prohibited from using lies, misinformation and other manipulative messages to promote themselves through their websites or other marketing channels.

Standard:

- 1) Base your promotion on relevant, verified, and non-manipulative content.
- 2) If you take information from other sources, include those sources.
- 3) If you provide your own information, always cite the specific author or source.
- 4) Read a post on the topic of misinformation and our partnership with NELEŽ association on [our blog](#).

Traffic

Rule: Partners transparently disclose (paid and unpaid) sources of traffic to their sites and other marketing channels.

Standard:

- 1) Always insert the URL of the original traffic source in affiliate links. Use the optional Data1 and Data2 parameters for links to write in the data to the statistics, and also in case of multiple redirects. Do not use the intentional option to hide or overlay the original sources. You can also add basic source information in your profile in eHUB
- 2) Truthfully disclose additional information regarding traffic sources. Claiming to be a "high quality traffic", is not sufficient.

- 3) If you intend to use or are already using paid traffic sources as part of your promotion, please tell the specific manager before joining the program or agree the terms of such promotion with us. We will agree on the expected traffic volumes.
- 4) Please note that we may ask you to limit or completely discontinue the use of paid traffic or specific traffic sources at any time, especially for irrelevance, insufficient results or at the request of the advertiser itself.

Unwanted forms of promotion

Rule: Partners are prohibited from spamming in any form of promotion.

Standard:

- 1) Comply with the minimum standards and legal requirements for mailings (commercial communications), including working with recipients' consents.
- 2) Do not post irrelevant posts on social networks with affiliate links without the consent of the operator of the network, group or page. Even relevant posts are not desirable when over-posted.
- 3) Do not promote common marketing messages without limited validity (e.g. free long-term shipping on purchases over CZK 5,000) as special discount promotions.

Protection of third parties and their brands

Rule: Partners may not advertise on any brand terms (brands) of e-shops or service providers (i.e. third parties), including their trademarks and all their misspelled variations, to drive traffic to their sites or other marketing channels for the purpose of improving promotional results for any of our advertisers.

Standard:

- 1) Do not bid on any brand of our advertisers or third parties, including their trademarks and all misspelled variations, although you would then direct the promotion to any other advertiser in our network.
- 2) Do not use advertising in paid results if it takes the user directly to any advertiser's site without any other involvement.
- 3) Please note that the list of banned keywords in the eHUB system is a guideline for finding and setting excluded keywords, not a complete list of them. It is in your interest to limit multiple variations of such terms.
- 4) Do not use misspelled domains or subdomains of third parties that contain in any form the brand of our advertisers, including their trademarks, to promote any advertiser.

Communication in promotion

Rule: Partners shall adhere to general or special requirements and standards in communicating in advertiser promotions.

Standard:

- 1) Provide only valid, accurate, and non-misleading information to users. Especially in the area of health and finances, ensure the truthfulness of the information provided, including in accordance with relevant legislation. If you are unsure, always contact the manager to check the content communicated.

- 2) Do not use vulgar, offensive or discriminatory language or language that violates copyright, incites violence or violates other laws (e.g. unfair competition) in your promotion.
- 3) Always include information about the operator of the website or other marketing channel in which the promotion is being made in your promotion. The information must match the information filled in the partner's profile in the eHUB system. Upon request, you will provide us with additional relevant information (e.g. for accounting reasons).

Technical requirements for promotion

Rule: Partners shall comply with general or special technical requirements and standards when promoting advertisers.

Standard:

- 1) Monitor the amount of traffic brought to the sites of the advertisers you promote. In case of unusually high traffic, take measures to control it yourself. If an advertiser asks you to stop the traffic (whether for real or potential negative impacts), you will do so immediately.
- 2) Use any advertising elements or other elements used to measure clicks or conversions only for their intended purpose and do not interfere with them in any way other than as specified.
- 3) Use any such elements in such a way that, for the purpose of measuring click-through or subsequent conversion, the user interacts with the element voluntarily, knowingly and intentionally (e.g., clicks on it with the intent to be redirected to the advertiser's website).
- 4) To arrange any exceptions or other technical matters (e.g., delivery of higher traffic volumes or non-standard work with advertising elements), always contact the manager first to discuss the terms of such promotion for a particular advertiser.

CONCLUSION

This Code forms part of the **Terms and Conditions for Cooperation – Partners** and is therefore equally binding on any partner who registers with the network and agrees to the Terms and Conditions. We undertake to inform you of any changes either by email and/or in the eHUB system interface.

Each partner actively cooperates in solving problems and explaining situations that arise. It is necessary that you always respond to questions or other communications in the shortest possible time, no longer than 24 hours.

We may adequately sanction promotions or sub-activities of promotions carried out in violation of the restrictions and standards of promotion set forth in this Code depending on the severity and extent of the violation, e.g. by declining the commissions in question, excluding you from closer cooperation, excluding you from the affiliate programs in question, or withdrawing from cooperation with you, including blocking your access to the system.

At the request of an advertiser or manager from eHUB, you will terminate the requested activity regardless of its defectiveness. It is the right of the advertiser to decide that it is no longer interested in a particular form of promotion or its sub-activities. The individual guidelines of the advertiser or eHUB manager are as binding as the restrictions and standards of promotion set forth in this Code, while respecting its intent and purpose.

If any of the information in the Code is not clear or understandable to you or if you have any other questions, please do not hesitate to contact us at: info@ehub.cz.