

## Affiliate Campaign Terms and Conditions

Key information required	
<b>Action description</b>	Ferry or Holiday sales at <a href="http://www.brittany-ferries.co.uk">www.brittany-ferries.co.uk</a>
<b>Validation criteria</b>	All validated online transactions excluding those completed by members of the Property Owners Travel Club loyalty club.
<b>Deduplication criteria</b>	Transaction will be deduplicated against Paid Search, Display and EM on a last-touch, post-click basis by BF on a daily basis. Strange is conducting Search, Display and EM activity.
<b>PPC Restrictions</b>	No brand terms, hybrid brand + generic terms, misspellings and variations of the brand term. We will supply a list of restricted keywords and brand terms. We may potentially operate a closed group of trusted affiliates in the future that we allow to bid, however not at present.
<b>URL and ad copy restrictions</b>	Brand terms cannot be used in either domain or sub-domain. Brand terms can be used in the directory url of Affiliate websites.
<b>Direct linking restrictions</b>	No direct linking from PPC.
<b>Software applications</b>	No
<b>Deeplinking</b>	Deeplinking is allowed on the merchant site
<b>Use of loyalty sites</b>	Commission to be paid on Holiday sales only. Ferry Only bookings will not be paid commission, so cashback/reward sites are encouraged to only promote Brittany Ferries Holidays*
<b>Use of voucher code sites</b>	Commission to be paid on Holiday sales only. Ferry Only bookings will not be paid commission, so voucher/offer sites are encouraged to only promote Brittany Ferries Holidays*
<b>Branding Guidelines</b>	Affiliates have to adhere to branding guidelines.
<b>Creative Restrictions</b>	Affiliates have to display the correct merchant logo at all times. Affiliates have to pick up creative from the network interface rather than hardcoding it.
<b>Use of email affiliates</b>	Affiliates are permitted to distribute emails advertising the merchant to their own database. Emails need to be approved by the merchant prior to send out.
<b>Copy Compliance</b>	We will supply guidance notes.
<b>Regional restrictions</b>	None.
<b>Product information</b>	All products are being tracked and paid out on.

\* affilinet and/or Brittany Ferries are to determine whether an affiliate is to be categorised as Cashback (including reward sites) or Voucher (including generic offer sites)-such decisions are at the discretion of affilinet and/or Brittany Ferries. Commission for ferry only sales may be reversed if determined that the affiliate is acting as a Cashback or Voucher site.

### Notice periods

The merchant agrees, wherever possible, to provide affiliates with reasonable notice period on any significant changes to the campaign. Examples of significant changes include, but are not limited to, commission changes of more than 25%, alterations in deduplication criteria and campaign closure.

**Brittany Ferries pay 4-7 % commission. 30 day cookie. Monthly validation.**