

Brittany Ferries Affiliate Program Terms & Conditions

Key Information	
Action Description	A confirmed Ferry Only or Holiday Package Booking
Validation Criteria	All confirmed bookings validated providing that the last click is attributed to the affiliate
Validation Period	Monthly validation. Orders from the 15 th to the 14 th of each month validated by the end of the month
Cookie Period	30 days
Commission Structure	4% cost per sale for Ferry Only Bookings 7% cost per sale for Holiday Package Bookings
De-Duplication Policy	Sales will be de-duplicated against search and display activity
Types of Publisher Permitted On The Program	
Use of Incentive Sites	Are cashback affiliate sites permitted on the program? Yes- for Holiday Bookings only
	Are loyalty (i.e. sites that offer an incentive other than cash, such as points) affiliate sites permitted on the program? Yes- for Holiday Bookings only
	If the standard commission offering is tiered, can the merchant provide a fixed commission level for these affiliates? Yes- for Holiday Bookings only
	If permitted, will the merchant provide a commitment to resolving any missing transactions that occur? Yes- for Holiday Bookings only 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 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.
Use of Voucher Codes	N.B.: ALL AFFILIATES THAT USE VOUCHER CODES MUST ADHERE TO THE IAB VOUCHER CODE OF CONDUCT. FOR MORE INFORMATION, PLEASE CLICK HERE Are voucher code affiliates permitted on the program? Yes- for Holiday Bookings only
	If so, can they utilise any code, or only those created specifically for the affiliate channel? Brittany Ferries do not provide voucher codes for the affiliate channel 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

	<p>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.</p>
<p>Use of Software Application Sites</p>	<p>N.B.: ALL AFFILIATES THAT USE SOFTWARE APPLICATIONS MUST ADHERE TO THE IAB VOUCHER CODE OF CONDUCT. FOR MORE INFORMATION, PLEASE CLICK HERE</p> <p>Are software application sites permitted on the program?</p> <p>No</p>
<p>Use of Sub Affiliate Networks</p>	<p>Are sub affiliate networks permitted on the program?</p> <p>No</p>
<p>Use of Social Media</p>	<p>Are affiliates permitted to promote the program across their own Social Media properties?</p> <p>Permission must be provided by the merchant in advance of such activity</p> <p>Are affiliates permitted to promote the program in the wider Social Media space (e.g. Facebook arbitrage)?</p> <p>Permission must be provided by the merchant in advance of such activity</p>
<p>Use of Email Affiliates</p>	<p>Are affiliates permitted to distribute emails advertising the merchant to their own database?</p> <p>Permission must be provided by the merchant in advance of such activity</p> <p>Do emails need to be approved by the merchant prior to send out?</p> <p>Yes</p>
<p>PPC (Search Engine Pay Per Click) Affiliates</p>	
<p>Use of PPC Affiliates</p>	<p>Are affiliates permitted to bid in search engines on brand terms?</p> <p>No</p> <p>Are affiliates permitted to bid on hybrid brand + generic terms?</p> <p>No</p> <p>Are affiliates permitted to bid on misspellings and variations of the brand term?</p> <p>No</p> <p>If the merchant has restrictions, please list the exact terms that affiliates are not permitted to bid on.</p> <p>n/a</p> <p>Is this open to all affiliates or will a closed group be in operation?</p>

	<p>n/a</p> <p>Which terms are trademarked in the search engines, if any?</p> <p>Brittany Ferries, Brittany Ferries Holidays, Brittany Ferries</p>
<p>URL and ad copy restrictions</p>	<p>Can affiliates use the brand name in their url?</p> <p>No</p> <p>Can affiliates use the brand name in the sub domain or directory url of their own website?</p> <p>Yes</p>
<p>Direct linking restrictions</p>	<p>Are affiliates allowed to send traffic directly to the merchant site from the PPC space in the search engines, using the merchant url as their display url?</p> <p>No</p> <p>Which search engines does this apply to?</p> <p>All</p> <p>If so, on which terms does this apply?</p> <p>n/a</p> <p>Is this open to all affiliates or a closed group?</p> <p>n/a</p>
<p>Branding</p>	
<p>Branding Guidelines</p>	<p>Do affiliates have to adhere to any branding guidelines, eg referring to the client in certain terms, using particular fonts, including any necessary information?</p> <p>Affiliates should ensure that they display up to date offers and content</p>
<p>Creative Restrictions</p>	<p>Do affiliates have to display the most up to date logo at all times from the affilinet admin system?</p> <p>Yes</p> <p>Do affiliates have to pick up creative from the network interface rather than hardcoding it?</p> <p>Hard coded creative not permitted.</p>
<p>Copy Compliance</p>	<p>Are there any copy regulations that affiliates have to adhere to?</p> <p>No</p> <p>What is the turnaround time expected on any changes and what notice will be given?</p>

	2 days
Deeplinking	Are affiliates permitted to deeplink to specific pages on the merchant site? Yes
General	
Search Engine Optimisation (SEO)	Are there any restrictions on the way affiliates can optimise their pages in order to improve the search engine rank to promote the program? No
Regional restrictions	Are there any regions or territories that affiliates are not permitted to target? Affiliates can target UK Only
Product information	What products on the merchant site are being tracked? Holiday Bookings and Ferry Only Bookings What products on the merchant site are being paid out on? Holiday Bookings and Ferry Only Bookings (Ferry Only bookings not commissionable for voucher or cashback sites) Will the entire transaction value be commissionable? Yes
Ramifications	What are the consequences of any affiliate breaking Ts and Cs? Cancellation of commission and termination of partnership

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