

Hillarys Blinds Affiliate Program Terms & Conditions

Key Information	
Action Description	<p>Affiliates will be paid £20 for each appointment booked online.</p> <p>For cashback sites, 10% CPA will be paid (CPA needs to be claimed, as sales are untracked) with no payment for appointment bookings.</p> <p>Affiliates who have been provided with dedicated number (available on request and subject to approval by Hillarys) will be paid £20 for each appointment booked by telephone</p>
Validation Criteria	A valid appointment or a valid sale
Validation Period	30 days
Cookie Period	30 days
Commission Structure	See above
De-Duplication Policy	None
Types of Publisher Permitted On The Program	
Use of Incentive Sites	<p>Are cashback affiliate sites permitted on the program?</p> <p>Yes- although sales are not tracked- commission should be claimed via the account manager</p> <p>Are loyalty (i.e. sites that offer an incentive other than cash, such as points) affiliate sites permitted on the program?</p> <p>Yes- although sales are not tracked- commission should be claimed via the account manager</p> <p>If the standard commission offering is tiered, can the merchant provide a fixed commission level for these affiliates?</p> <p>Yes</p> <p>If permitted, will the merchant provide a commitment to resolving any missing transactions that occur?</p> <p>Yes</p>
Use of Voucher Codes	<p>N.B.: ALL AFFILIATES THAT USE VOUCHER CODES MUST ADHERE TO THE IAB VOUCHER CODE OF CONDUCT. FOR MORE INFORMATION, PLEASE CLICK HERE</p> <p>Are voucher code affiliates permitted on the program?</p> <p>Yes</p> <p>If so, can they utilise any code, or only those created specifically for the affiliate channel?</p> <p>Affiliates may only use codes with the express permission of the client or affilinet account manager</p> <p>ii. Publishers must not display made up / invented discount codes on their site(s) or display discount codes that were intended for use in other channels or for other online publishers.</p> <p>iii. Under no circumstances are publishers allowed to surreptitiously use i-</p>

	<p>frames to set Affilinet cookies onto a user's computer.</p> <p>iv. Discount code publishers with websites that encourage users to "click here to reveal offer / code" thus setting an Affilinet cookie can only use this function if a voucher code exists for the Hillarys Blinds program. If there is no voucher code available for the Hillarys Blinds program publishers must not use this method, as it leads to a poor user experience</p> <p>v. If a discount code has been issued to publishers and it has an expiry date the publisher must clearly display on its website(s) the expiry date of this discount so that the user can decide whether they want to go ahead and click the publisher's link.</p> <p>vi. If publishers wish to maintain expired discount codes on their sites for search engine optimisation reasons, they must display clear notification to the user that the discount has expired. This notification must be located right next to the expired discount code. The font size must be no smaller than the site(s) body text and the colour use must contrast clearly with the background. It is not acceptable for the notification to be displayed a significant distance from the expired code.</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>i. Publishers are required to approach the social media / UGC space with caution and with responsibility when considering the promotion of Hillarys Blinds</p> <p>ii. Care must be taken not to publish links or content relating to Hillarys Blinds which is in proximity to other content that may be seen as offensive, illegal, pornographic, violent, derogatory, plagiarised or already related to / created by Hillarys Blinds.</p> <p>iii. Publishers must ensure that act within the guidelines of 3rd party media owners to post links or should disclose the nature of links / shortened URLs within a post.</p> <p>iv. Publishers must take the same precautions within the social media space as they would within search and content.</p> <p>v. No use of the Hillarys Blinds name within domain or sub domain. For example, www.hillarys.domain.com is not allowed. www.domain.com/hillarys is allowed. This includes misspells of brand and trademark terms.</p>

	<p>vi. Regarding social media domains, direct use of brand terms or misspells in these for the purposes of this program are unacceptable. For example, Twitter.com/hillarysblinds is not allowed however, Twitter.com/homeblinds is acceptable.</p> <p>vii. Publishers must not produce placements or links in a manner in which they are seen to be representing Hillarys Blinds directly. Any publisher caught pretending to be Hillarys Blinds will be removed from the program immediately.</p> <p>viii. Redirecting straight to the Hillarys Blinds site from a social media placement is allowed on the condition that the placements do not deviate from terms and conditions of this program and particularly in relation to the above, publishers must not claim to be representing Hillarys Blinds.</p> <p>ix. Publishers must be transparent about how they are using the social media</p> <p>x. Any posted links must not be seen to be capitalising on a non-related or sensitive issue</p> <p>xi. All links must be in context with the core editorial or content for where they are placed – where applicable.</p> <p>xii. Any links must not be placed through a third party account or identity without the owner’s permission.</p> <p>xiii. Any link should carry genuine value (i.e. you are providing links within a relevant and positive context).</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>Affiliates are not permitted to bid on “Hillarys” or “Hillarys blinds”. You can bid on generic terms such as “Venetian blinds” but must negatively bid on any brand terms.</p> <p>Is this open to all affiliates or will a closed group be in operation?</p>

	<p>Closed group is in operation</p> <p>Which terms are trademarked in the search engines, if any?</p> <p>Hillarys, Hillarys Blinds, Web Blinds, Blinds Supermarket</p> <p>The following rules apply to the Ad Copy;</p> <ul style="list-style-type: none"> a. Affiliates are not allowed to use trademarks in their Ad Copy Title b. Affiliates are not allowed to use trademarks in their Ad Copy Body
<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 must not represent themselves as Hillarys, Web Blinds or Blinds Supermarket.</p> <p>Affiliates must ensure that they make is clear to consumers that act in an affiliate capacity and that they do not pertain to be a blinds retailer.</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>If an affiliate is to create their own copy detailing Hillarys products and services, please submit this to the merchant for guidance and approval</p> <p>What is the turnaround time expected on any changes and what notice will be given?</p> <p>2 days</p>
<p>Deeplinking</p>	<p>Are affiliates permitted to deeplink to specific pages on the merchant site?</p> <p>Yes</p>
<p>General</p>	
<p>Search Engine Optimisation (SEO)</p>	<p>Are there any restrictions on the way affiliates can optimise their pages in order to improve the search engine rank to promote the program?</p> <p>Affiliates are not permitted to use Hillarys brand terms in their link anchor texts</p>
<p>Regional restrictions</p>	<p>Are there any regions or territories that affiliates are not permitted to target?</p> <p>Affiliates are to target UK Only</p>
<p>Product information</p>	<p>What products on the merchant site are being tracked?</p> <p>Appointments (online and telephone)</p> <p>What products on the merchant site are being paid out on?</p> <p>Appointments and offline sales (for reward sites only)</p> <p>Will the entire transaction value be commissionable?</p> <p>n/a</p>
<p>Ramifications</p>	<p>What are the consequences of any affiliate breaking Ts and Cs?</p> <p>Affiliates found infringing these terms will be warned and may have commissions reversed. We reserve the right to withhold all open and unpaid commissions. Reactivation of your account will be decided on a case by case basis and you may be suspended permanently from the program. In the event of a clear breach of these rules, the involved publisher will be held legally accountable.</p>

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.