

# Affiliate Program Terms & Conditions

*Effective Date: January 21, 2025*

Welcome to our Affiliate Program! We're excited to partner with you to promote our premium silk products. This agreement outlines the terms, commission structure, and guidelines for participating in our program.

By joining our affiliate program, you agree to comply with all terms and conditions set forth in this agreement.

## 1. Program Overview

Our affiliate program allows approved partners to earn commissions by referring customers to our website. Affiliates receive unique tracking links and promotional codes to share with their audience.

## 2. Commission Structure

### Base Commission Rates (Regular Price Products):

- **Bundles (Duo Bundles, Mixed Bundles):** 15% commission
- **Single Pillowcases:** 12% commission
- **Scrunchies (all sizes):** 10% commission

### Sale & Discounted Products:

- **Products with 0-15% customer discount:** Full commission applies
- **Products with 15-30% customer discount:** 5% commission
- **Products with 30%+ customer discount:** 0% commission (excluded)

## 3. Affiliate Discount Codes

Affiliates will be provided with personalized discount codes to share with their audience.

### Recommended Discount Code Values:

- **Single Pillowcases & Scrunchies:** 10-15% off
- **Bundles:** 5-10% off

### Code Usage Rules:

- Affiliates may only use discount codes provided by us through the affiliate program

- Codes cannot be modified or altered in any way
- Codes cannot be stacked with other site-wide promotions or sales
- Maximum customer discount through affiliate codes is 15% for single items and 10% for bundles
- We reserve the right to deactivate codes that are being misused

## 4. Commission Exclusions

Commissions will NOT be paid on:

- Taxes, shipping fees, or handling charges
- Gift cards or store credit
- Returns, refunds, chargebacks, or cancelled orders
- Self-referrals (affiliates purchasing for themselves or immediate family)
- Wholesale or bulk orders
- Clearance items or products marked as final sale
- Orders placed during site-wide sales (Black Friday, Boxing Day, seasonal sales, etc.)
- Flash sales or special promotional events (unless explicitly stated)

## 5. Cookie Duration & Attribution

- **Cookie Window:** 30 days from the customer's first click on your affiliate link
- **Attribution Model:** Last-click attribution (the most recent affiliate gets credit for the sale)
- **New Customer Focus:** Full commission is paid on first-time customers only. Repeat customer orders may receive reduced commission (5%) or no commission at our discretion

## 6. Payment Terms

- **Payment Schedule:** Monthly payouts (processed within the first 10 days of each month)
- **Minimum Payout Threshold:** \$50 CAD in commissions must be earned before payment is issued
- **Validation Period:** 45 days after the sale date to account for returns and refunds
- **Payment Methods:** PayPal, Etransfer, bank transfer, or store credit (affiliate's choice)
- **Commission Clawback:** If an order is refunded or returned, the commission will be deducted from future earnings

## 7. Promotional Guidelines

### Permitted Activities:

- Organic content creation (blog posts, reviews, tutorials, unboxing videos)
- Social media posts on Instagram, TikTok, YouTube, Facebook, Pinterest, etc.
- Email marketing to your opted-in subscriber list
- Private sharing with your existing audience and followers

## **Prohibited Activities:**

- Paid search advertising on our brand name or trademarked keywords
- Posting discount codes on public coupon sites or deal aggregator websites
- Misleading advertising, false claims, or deceptive marketing practices
- Email spam or unsolicited bulk emails
- Cookie stuffing, fake clicks, or any form of fraudulent activity
- Promoting on adult content websites or any sites that promote hate, violence, or illegal activities
- Creating domains or social media accounts that impersonate our brand
- Trademark or copyright infringement of our brand assets

## **8. FTC Disclosure Requirements**

Affiliates MUST clearly disclose their affiliate relationship in all promotional content in accordance with FTC guidelines. Acceptable disclosure examples include:

- "This post contains affiliate links. I may earn a commission if you make a purchase."
- "Affiliate link" or "#affiliate" hashtag on social media
- "I'm an affiliate partner and earn commissions on qualifying purchases"

Failure to disclose may result in immediate termination from the program and forfeiture of unpaid commissions.

## **9. Termination**

Either party may terminate this agreement at any time with written notice. We reserve the right to immediately terminate affiliates who:

- Violate any terms of this agreement
- Engage in fraudulent or unethical behavior
- Damage our brand reputation
- Remain inactive for 6 consecutive months with no sales

Upon termination, all pending commissions will be paid according to the payment schedule, subject to the validation period.

## **10. Program Modifications**

We reserve the right to modify commission rates, terms, and conditions at any time with 30 days' written notice to active affiliates. Continued participation after notification constitutes acceptance of the changes.

## **11. Intellectual Property**

Affiliates are granted a limited, non-exclusive, non-transferable license to use our brand name, logos, and marketing materials solely for the purpose of promoting our products through the affiliate program. This license terminates immediately upon program termination.

Affiliates may not:

- Modify our logos or brand assets
- Register domains containing our brand name
- Create derivative works from our content without written permission

## **12. Limitation of Liability**

We are not liable for any indirect, incidental, special, or consequential damages arising from participation in the affiliate program. Our total liability shall not exceed the total commissions earned by the affiliate in the 12 months preceding any claim.

## **13. Contact Information**

For questions about the affiliate program, commission payments, or these terms, please contact:

**Email:** [hello@lasedasilk.com](mailto:hello@lasedasilk.com)

**Response Time:** We aim to respond to all inquiries within 48 business hours

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*By joining our affiliate program, you acknowledge that you have read, understood, and agree to be bound by these terms and conditions.*

*Last Updated: January 21, 2025*