



# Sub-Network best practices

## Overview

Awin Sub-Network Best Practice Guidance

- 01 Enforcement of Guidance**  
Applicable to all Sub-Networks
- 02 Responsibilities**  
Sub-Networks responsibilities  
Sub-Publisher responsibilities  
Sub-Publisher traffic
- 03 Sub-Publisher Checks**  
Member checks  
Sub-Sub-Network relationships  
Awin Publisher blocklist
- 04 Sub-Publishers Transparency**  
Reporting  
Dashboard  
Sub-Publisher Verticals Separation
- 05 Toolbar/Software Sub-Publishers**  
Requirements
- 06 Legal and Privacy Obligations**  
Requirements

**Sub-Network Publishers** are an essential component of many affiliate marketing programmes and their continued success is important to the wider industry. To preserve and build upon our confidence in the Sub-Network model, Awin has produced the following guidelines and encourages all Sub-Networks to adhere to them.

Awin believes that by offering Advertisers assurances that Sub-Networks monitor their Sub-Publishers activity, alongside transparency into their current practices, Advertisers will be able to make informed decisions on whom to partner with, maintaining confidence in the sector.



# Sub-Network best practices

## 01 Enforcement of Guidance

All Sub-Network Publishers (referred to as a “Sub-Network” for the remainder of this document) are encouraged to comply. Any Sub-Network found to be non-compliant must submit the estimated timeframes required to become compliant and these will be shared with participating Advertisers. Failure to do so will also be shared with the participating Advertisers.

## 02 Responsibilities

### Sub-Network Responsibilities

To operate as a Sub-Network on the Awin network, the Sub-Network warrants that they and their Sub-Publishers must be familiar with and adhere to the following at all times:

- ➔ Awin Publisher Terms\*
- ➔ Awin Code of Conduct\*
- ➔ Awin Cashback Best Practices\*
- ➔ IAB Voucher Code of Conduct
- ➔ IAB Downloadable Software Code of Conduct
- ➔ Awin Advertiser programme specific terms

(\*most up to date versions available at <https://www.awin.com/gb/publisher-terms>)

Additionally, as a Sub-Network, you warrant that:

- ➔ The Sub-Network will not do anything that causes Awin’s reputation to be damaged, or which questions Awin’s integrity, this can include but is not limited to:

- continued uncertainty from Awin clients questioning the visibility and source of traffic and transactions
- ➔ The Sub-Network is solely responsible for maintaining their platform, including its:
  - development, maintenance and operation;
  - any technologies its uses;
  - all payments to Sub-Publishers;

### Sub-Publisher responsibilities

Sub-Networks are responsible for all actions or omissions of Sub-Publishers, including but not limited to;

- ➔ any information on the website of a Sub-Publisher regarding (i) goods and services for sale by any Advertiser, including pricing, discounts, promotions and description and (ii) contact details in the imprint, is accurate, up to date, complete and non-misleading;
  - Sub-Publishers own or have the right to use any content on their website and none of that content infringes the intellectual property rights of any third party; and
  - no Sub-Publishers will do anything or omit to do anything which would cause Awin to be in breach of our own obligations under data protection laws

### Sub-Publisher traffic

Sub-Networks must pro-actively implement an Advertiser’s traffic restrictions and may only deliver traffic from sources that are permitted. If in doubt, the Sub-Network should proactively confirm with the Advertiser.

On request from Awin or an Awin Advertiser, Sub-Networks must immediately prevent any Sub-Publisher from promoting an Advertiser.

## 03 Sub-Publisher Checks

### Member Checks:

Sub-Networks are required to conduct member checks on their Sub-Publishers when they sign up to your network, and before they are paid. These should include:

- ➔ that you seek to confirm banking details match user information provided at the point of sign-up;
- ➔ the ability to flag repeat transactions, especially if they generate a high commission or if there are repeat attempts to purchase identical products through the same advertiser over the course of a 30-day period;
- ➔ Specific attention should be given to contract based or long-term products especially within Finance and telecoms sectors ;
- ➔ The ability to flag duplicate IP information;
- ➔ The ability to cross reference newly created publisher accounts against previous blocked publisher data

### Sub-Sub-Network relationships

A sublicense granted by a Sub-Network under clause 10.2 of the Awin Publisher Terms shall not be capable of further sublicense by the Sub-Publisher without Awin’s prior written consent.

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## Awin Publisher blocklist

Awin will periodically provide the Sub-Network with a list of previously removed URLs from the Awin Network. The Sub-Network must ensure these URLs do not have the ability to promote Awin Advertisers via their Sub-Network. Relevant contact details should be provided to the Awin Partner Compliance team to receive this list.

## 04 Sub-Publisher Transparency

### Reporting

When reporting traffic and sales back to the Awin network, Sub-Networks must use the Awin Click Reference (**clickref**) to identify the Sub-Publisher and the URL field, to inform Awin of the last referring URL that drove the sale.

The first click reference field (**clickref**) must be populated with the associated Sub-Publisher ID. Subsequent click references (clickref2, clickref3, etc...) can be used to contain any additional information the Sub-Network needs for internal references.

### An example of correct implementation:

`http://www.awin1.com/pclick.php?mid=123&id=123456&-clickref=SubPublisherID&clickref2=INTERNAL_REFERENCE&clickref3=INTERNAL_REFERENCE2`

Awin requests this to ensure transparency, to allow for better detection of non-compliant activity, and to avoid non-compliant Publishers previously removed from the Awin network moving activity to a Sub-Network and continuing to breach terms and conditions.

## Dashboard

Awin also requests that Sub-Networks provide Awin access to an online dashboard allowing visibility of which Sub-Publishers are promoting Awin Advertisers. Dashboards are treated as confidential and not shared outside of the Awin Partner Compliance team.

## Sub-Publisher Verticals Separation

If the Sub-Network fails to provide transparency of their Sub-Publishers, Awin will endeavour that the Sub-Network separates Sub-Publisher activity into different Awin Publisher accounts based on their promotional vertical. This could include, but is not limited to, Content Publishers, Voucher code Publishers and Software Publishers. A Software Publisher includes but is not limited to; Toolbars, Browser Extensions, Browser Addons, Mobile Apps.

## 05 Toolbar/Software Sub-Publishers

If a Sub-Network is planning to work with any downloadable software Sub-Publishers, then it must be signed off by the Awin Partner Compliance department. Our requirements are as follows:

- ➔ it must not be bundled as part of any third-party software or downloads. The application is distributed through 'intended download only' from the publisher website. End user consent is always required to download the application.
- ➔ it should be easy to uninstall. The application carries clear unsubscribe options and offers an uncomplicated way for users to remove the application from their machine. This must be through standard browser removal functionality.

- ➔ Naming convention must remain the same throughout. there should be no unnecessary attempts to discourage a user from uninstalling through use of ambiguous language.
- ➔ there must always be an affirmative click. The browser extension/software/toolbar should not force a click. There should be no form of automatic redirection. The user must interact by way of a click before any redirection takes place or a cookie is dropped.
- ➔ the application should not attempt to confuse users in any way.
- ➔ the application must not alter the browsing experience, search results, or general behaviour of a user's device.

## 06 Legal & Privacy Obligations

Sub-Networks must obligate Sub-Publishers to comply with the Awin Publisher Terms, including any applicable data processing annex(es) and maintain confidentiality. These obligations cannot be any less strict than the Sub-Networks own obligations towards Awin.

Awin is a joint controller with Publishers because Awin has decided the economic model, and both Awin and Publishers decide what data to process to deliver the Advertiser's affiliate marketing campaign. Learn more about data processing under GDPR here.