



1. Affiliates Advertising guidelines

As you may be aware, compliance with advertising rules is a legal and licensing requirement. As an Affiliate of OddsMonkey, any advertising you do on our behalf must adhere to advertising requirements at all times.

We have created this document to educate our partners on the current 'Do's and Don'ts' when promoting OddsMonkey. We also wish to remind you of your obligations under the terms of our Affiliate agreement regarding the promotion of our brand.

We want to ensure that none of your advertisements on behalf of OddsMonkey are in any way misleading to customers so please familiarise yourself with the requirements outlined below and save this document down for future reference.

If you are in doubt regarding your obligations under our Affiliates agreement or under the relevant legal requirements, please don't hesitate to contact us at affiliates@oddsmonkey.com.

2. Creative

We would advise all of our Affiliates to make use of the range of creative assets that we have on offer in your Affiliate account. You can be assured that all creative assets found in the Media Gallery adhere to the advertising regulations and are fully compliant.

3. Homemade creative

Any creative assets, including homemade banners that are used to promote OddsMonkey offers MUST be approved by our affiliate manager before being published. As mentioned above, we strongly advise that you make use of the banners we provide. Any homemade creative assets, promoting OddsMonkey offers that has not been approved by our affiliate manager may lead to the termination of your account and removal from the Affiliate program.

4. Email templates

Any email templates used in email campaigns must adhere to the following:

- OddsMonkey brand names must not appear in the 'From' field to make it clear to the recipient that the email has not been sent by OddsMonkey.
- A working unsubscribe link must be included in every send.
- OddsMonkey must be provided with a preview before every send and should not be sent without approval from your affiliate manager.
- Third party logo should feature in the header or the footer of every email send to make it clear to the recipient that the email has not been sent by OddsMonkey.

If you are engaging in email activity, this must be shared with our affiliate manager and OddsMonkey may require the details of where and how you have sourced your data for the send.

5. Social Affiliates

As we are sure you are aware, Facebook and Twitter have strict guidelines in regards to advertising. Please see below for more details and familiarise yourself with them.

Facebook:

- Facebook has a 20% text rule.
- Include all material terms that we can be sure to have a descriptive headline, any restrictions and T&C's apply as priority.
- Full terms must be available 1 click away.
- No need to repeat terms in the post itself if they are featured in banner
- Do not post images that appeal to children or use individuals that are or look under 25

Twitter:

- Include all material terms that we can be sure to have a descriptive headline, any restrictions and T&C's apply as priority.
- Full terms must be 1 click away.
- No need to repeat terms in the post itself if they are featured in banner
- Do not post images that appeal to children or use individuals that are or look under 25.
- When promoting via twitter handle, account bio must include 18+ statement

6. Social Posts

When promoting OddsMonkey offers, it is imperative that you are as clear as possible and do not mislead the customer in anyway. If you follow the below guidelines, you should be safe but if you are in doubt, please contact us before you post:

- Refrain from the use of phrases such as 'Get free money' or 'Guaranteed profit'. These are deemed by the Advertising Standards Agency ("ASA") to be misleading for the customer. A good rule of thumb is to use the copy that is on the banners (provided by OddsMonkey) or the copy used on our website and/or landing page.

7. Paid Social Advertising

If conducting paid social advertising, the paid adverts should be promoting the Affiliate site and not the OddsMonkey site. It should not be possible for a consumer to think you are promoting our brand directly. If in doubt, please share the creative and user journey with us before going live.

Affiliates are not permitted to direct link to the OddsMonkey Site through any paid social activity.

8. Voucher / Discount Code Restrictions

Affiliates that are found to be promoting OddsMonkey through the use of voucher/discount code sites, apps or other similar voucher / discount properties are subject to a 5% commission as opposed to the usual rate to be altered at our discretion.

Affiliates that promote OddsMonkey through the use of voucher/discount code sites, apps or other voucher/discount properties that display an incorrect, invalid or expired discount code are subject to have their pending commissions cancelled until the code as been rectified and corrected.

9. Pop under campaigns

OddsMonkey do not condone any pop under activity of any sort. Any Affiliate that is found to be running this sort of activity will result in their account being terminated and they will be removed from the Affiliate program.

10. PPC

While we allow and work with Affiliates in the PPC space, there are a few conditions in which we do not allow as part of the Affiliate program: - Affiliates must not bid on OddsMonkey brand terms.

- Affiliates must not use brand name in display URL's.
- Affiliates must not manipulate OddsMonkey brand name in ads e.g. 'OddsM0nkey'
- Affiliates must add "Oddsmonkey", "Odds Monkey" as negative phrase match keywords to all campaigns

Affiliates are not permitted to direct link to the OddsMonkey Site through any paid search activity.

11. Domain names/URLs

Affiliates are not allowed to register any domain names which include OddsMonkey's brand name. Any Affiliate who registers domain names in breach of this rule will have their account suspended pending an investigation.

12. Brand Guidelines

The Brand Guidelines document contains essential resources and guidance to help you to use the OddsMonkey brand effectively in your projects and day to day work, including how to write and talk about OddsMonkey; using the logo; our colour palette; using imagery; and corporate fonts.

Approved OddsMonkey affiliates will be able to use assets provided by OddsMonkey (e.g. web banners) to direct your users to the OddsMonkey website. It is important to use these assets on your website correctly and as outlined in these guidelines, to show your affiliation with the OddsMonkey website. If you do not want to adhere to these guidelines please do not use the assets provided by OddsMonkey. The OddsMonkey supplied assets illustrated in these brand guidelines are for use only by Affiliates who have agreed to the OddsMonkey Affiliate Programme terms and conditions (the "Terms") and who have been approved by OddsMonkey to participate in the programme. OddsMonkey reserves the right to withdraw permission to use the assets at any time if their use is inconsistent with these guidelines, the Terms, or is otherwise deemed inappropriate by OddsMonkey.

All of the content on the OddsMonkey website is owned by (and all copyright, trademark and other intellectual property rights in that content shall at all times remain vested in) OddsMonkey and is protected by UK and international copyright and other intellectual property laws. Each Affiliate may use

one or multiple assets provided by OddsMonkey including web banners, logos, product images and metadata in compliance with the brand guidelines.

OddsMonkey's latest brand guidelines can be found here

<https://www.oddsmonkey.com/files/downloads/OddsMonkey-Brand-Guidelines.pdf>

13. Competitors

OddsMonkey insist that all our affiliates ensure that any reviews or comparisons with our competitors are accurate, fair and not misleading or defamatory.

14. SMS

OddsMonkey have made the decision not to engage in any SMS activity through a third party for the foreseeable future. Any Affiliate found to be running SMS activity will have their account terminated immediately.

15. Advertorials

OddsMonkey do not wish to feature in any advertorials. If an Affiliate has a specific request then they may contact our affiliate manager and on approval from them, they may publish. Any advertorials found that did not receive approval from account manager may lead to account termination.

16. Media Buying

OddsMonkey have made the decision not to engage in any media buying.

17. Substantiation

Before submitting marketing communications for publication, marketers must ensure that they hold documentary evidence to prove all claims, whether direct or implied, that are capable of objective substantiation. For more information please see the following advice online from ASA

<https://www.asa.org.uk/advice-online/substantiation.html>

18. Affiliate Programme Terms and Conditions

At all times, you must comply with the relevant Affiliate Programme Terms and Conditions, copies of which are available here:-

OddsMonkey: <https://www.oddsmonkey.com/affiliates/signup.php>

19. Direct Link Landing Pages

Affiliates are not permitted to perform direct linking through PPC, Organic social, paid social or any other digital marketing activity to the oddsmonkey site

20. De-duplication Policy

Oddsmonkey reserve the right to de-duplicate all affiliate sales against other online advertising channels

21. Notice Periods

Affiliates have a 7 day notice period to fully adhere and comply with any changes within our Terms & Conditions

22. Promotions & Exclusivity

Certain promotions will only be made exclusively available to select marketing channel(s) or affiliate(s) any affiliates found using these promotions in their activity will have all commissions cancelled pending investigation

For more information on Gambling commissions advertising/marketing rules and regulations, please see here:

<http://www.gamblingcommission.gov.uk/for-gambling-businesses/Compliance/General-compliance/Social-responsibility/Advertising-marketing-rules-and-regulations.aspx>

For more information on Advertising Standards Agency's advertising/marketing rules and regulations, please see here:

<https://www.asa.org.uk/codes-and-rulings/advertising-codes.html>

If at any time you have questions or think your current activity may not be compliant please contact us immediately to review. With recent announcements in the sector it is imperative that we hold ourselves and our partners to the highest standards and ensure that we are not conducting marketing practices that are prohibited by The Gambling Commission, The ASA or other regulatory bodies.

I/We the undersigned accept the above terms and conditions and agree to operate within the guidelines described.

Name

Signed.

Date.