

EMAIL MARKETING RULES & REGULATIONS

TradeTracker United Kingdom – June 2017

1. Email Marketing with TradeTracker

Due to the recent more stringent checks on Email communication by the Local and EU authorities concerning spam regulations, many parties, including Affiliate Networks, have decided to reassess their activities within this field. To guard the quality for all involved parties, TradeTracker and reputable legal experts have developed the following guidelines concerning Email Marketing.

1.1 Email Approval tool

A publisher can only conduct into sending emails if granted access to the Email Approval tool. To gain access to the Email Approval tool, TradeTracker will check the opt-in and a template of publisher mailing according to the Guidelines Email Marketing.

1.2 Guidelines Email Marketing

1.2.1 Opt-in

Firstly, the publisher must prove that, permission to send the mailing to a user, is granted by the user. This permission must abide by the Personal Data Protection Act and Telecommunications Act. The permission to send Emails to recipients must meet the following criteria:

- The permission must be free, which means that the consumer had to make a defined choice to give permission;
- The permission must be specific, which means that it needs to be clear who will send the Email, which frequency is used and what the subject matter of the messages will be;
- The permission must be based on information, which means that the consumer needs to be able to understand what the permission is for.

There are multiple opt-in methods available to gather such relevant consumer data:

- *Single opt-in*: An opt-in method where the sign-up process is limited to only enter contact details. Due to the difficulties in providing proof of voluntarily opting-in via this way of collecting information, TradeTracker will not allow mailings sent to addresses gathered via this method;
- *Double opt-in*: An opt-in method where the recipient makes the subscription complete by confirming the subscription via Email. TradeTracker will allow mailings sent to addresses gathered via this method;
- *Confirmed opt-in*: An opt-in method where a confirmation of the subscription is send via Email with the possibility to unsubscribe immediately. TradeTracker will allow mailings sent to addresses gathered via this method.

1.2.2 Content and sending Email

The lay-out of the Email that subscribers will receive must meet the following standards:

- Emails may only be sent out on behalf of the database owner's name, not on behalf of third parties;
- Emails can't contain promotion from parties of which the permission is not in order;
- Only a clear sender, company name and related contact information is allowed;
- Emails always need to include a response possibility, a "noreply@" or similar Email address is therefore not allowed;
- A recipient must always be able to unsubscribe for the Email(s) without any costs;
- An unsubscribe-request needs to be processed as soon as possible;
- The layout of the Emails needs to match the style of the sender. It has to be clear that the Emails originates from this specific sender and that the whole promotion is the message;
- The Email needs to explain where and how the recipient approved the Email. The screenshot sent together with the preview needs to match the mentioned approval page;
- Every Email sent by publishers that includes a TradeTracker advertiser, needs to contain a link to report spam. This link will redirect to abuse.uk@tradetracker.com or alternatively will be sent to that address. TradeTracker will send a copy of the Email received on this address to the concerning publisher. Depending on the content of the Email TradeTracker will undertake the necessary steps.

1.3 Receive Permission

Before the publisher will be given access to the Email Approval tool the opt-in and a preview of a mailing must be validated to the set criteria by TradeTracker. The request for permission needs to be sent to email.marketing.uk@tradetracker.com. This request needs to contain the following information:

- Copy of the email including all images and lay-out;
- Clear mentioning of the sender and subject;
- A screenshot of and a link to the opt-in page that is used to create the database.

This screenshot needs to show the name of the sender. Generic phrases like 'selected partners' will not be approved. Names of group companies or other companies owned by the sender will also not be accepted. When the opt-in and preview are compliant to the guidelines, the publisher will be granted access to the Email Approval tool.

1.4 Email Approval tool not usable?

If for whatever reason the publisher cannot submit a preview to the Email Approval tool, he is obligated to get permission by sending the preview to: preview.uk@tradetracker.com. The preview will be checked by an employee of TradeTracker and sent to the advertiser for approval.

If you have any questions regarding these rules and regulations please contact TradeTracker via affiliate.support.uk@tradetracker.com!

Disclaimer

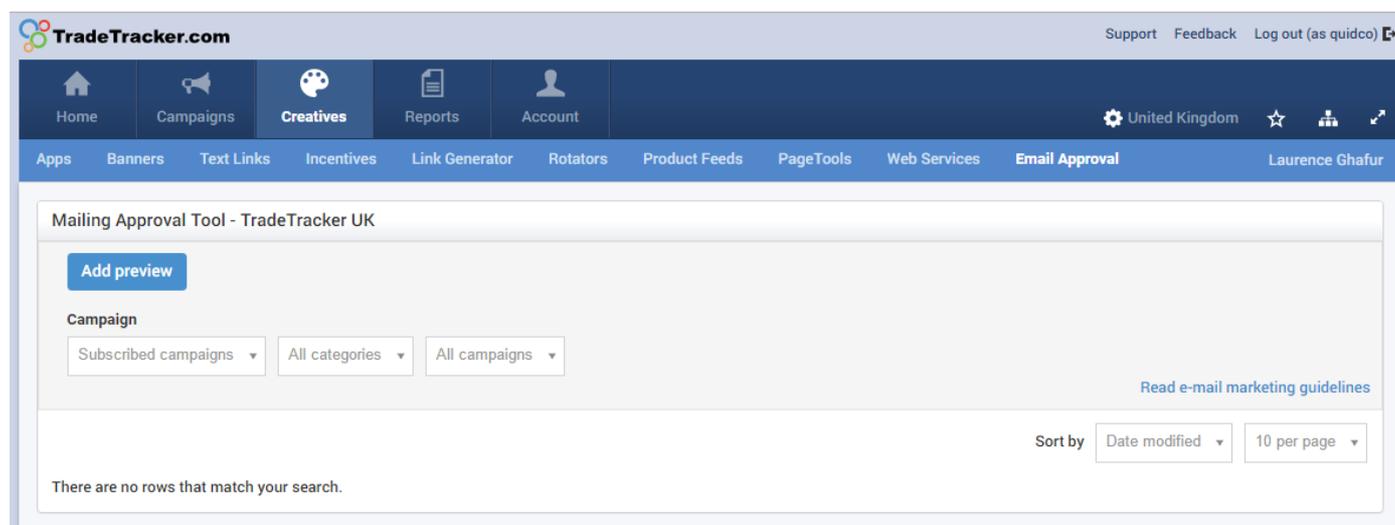
TradeTracker trusts their affiliates to follow up on these rules. Being aware of and complying with the relevant laws regarding Email marketing is entirely under the responsibility of the publisher and / or advertiser making use of it. Under no circumstances may TradeTracker or any employee, representative, director or shareholder of TradeTracker be liable for any direct or indirect loss or damage that may be directly or indirectly arising from or associated with deploying Email marketing.

2. Roadmap for publishers

Once given access to the Email Approval tool publishers can send previews directly to advertisers via the dashboard. Please conduct the following steps:

2.1 Receive Permission

Navigate to *Creatives > Email Approval > Add preview* to submit a preview.



The screenshot shows the TradeTracker.com interface for the Email Approval tool. The top navigation bar includes 'Home', 'Campaigns', 'Creatives', 'Reports', and 'Account'. The main navigation bar lists various tools: 'Apps', 'Banners', 'Text Links', 'Incentives', 'Link Generator', 'Rotators', 'Product Feeds', 'PageTools', 'Web Services', 'Email Approval', and 'Laurence Ghafur'. The 'Email Approval' section is active, showing a 'Mailing Approval Tool - TradeTracker UK' header. Below this is an 'Add preview' button. A 'Campaign' section contains three dropdown menus: 'Subscribed campaigns', 'All categories', and 'All campaigns'. A 'Read e-mail marketing guidelines' link is visible. At the bottom right, there are 'Sort by' and '10 per page' dropdowns. A message at the bottom states 'There are no rows that match your search.'

2.2 Fill in all the necessary fields

- a. Select the publisher site;
- b. Select the campaign you would like to promote;
- c. Fill in the Email address the mailing would be sent from;
- d. Fill in the Email subject – the same as for the actual Email;
- e. Fill in the tracking link;
- f. Select yes/no for incentivized traffic;
- g. Fill in the number of recipients (do not use punctuation marks);
- h. Select the date of sending;
- i. Upload a preview of the screenshot;
- j. Fill in the HTML code of the Email;
- k. Confirm the rules and regulations.
- l. By saving the preview it will be sent to the advertiser

Home Campaigns **Creatives** Reports Account United Kingdom Laurence Ghafur

Apps Banners Text Links Incentives Link Generator Rotators Product Feeds PageTools Web Services **Email Approval**

Add new Mailing Preview - TradeTracker UK

Affiliate Site *
Quidco.com

Campaign *
121Doc.co.uk

E-mail address sender *
example@example.com

Email subject *
Nice mailing - buy this product

Tracking Link (specify all different links used in the mailing for this campaign, one per line) *
<https://www.shop.com/260x185x185mm-Metric-Aluminum-Alloy-Triangle-Ruler-Black-Triangular-Rule-p-1106994.html?mmds=home-mid-recommendations>
http://www.shop.com/bang/?tt=16943_12_61282_&r=https%3A%2Fwww.banggood.com%2FElectronic-Plastic-Shell-Cartridge-Handle-Project-Case-Desk-Instrument-200x175x70mm-p-1035473.html%3Fmmds%3Ddetail-top-buytogether

Incentivized traffic
 yes

Number of Recipients *
100000

Expected Clicks
1000

Date of sending *
2017-05-10

Upload preview (.jpeg/.jpg/.png) *
Choose File tony.png

HTML code of E-mail *

I confirm that this mailing is according to the applicable rules and regulations regarding e-mail marketing. *

Save Cancel

2.3 Status preview

In the overview the status of the preview will be: *Pending*.

The screenshot displays the TradeTracker.com Mailing Approval Tool interface. At the top, the navigation bar includes 'Home', 'Campaigns', 'Creatives', 'Reports', and 'Account'. A secondary navigation bar lists various tools like 'Apps', 'Banners', 'Text Links', 'Incentives', 'Link Generator', 'Rotators', 'Product Feeds', 'PageTools', 'Web Services', and 'Email Approval'. The user 'Laurence Ghafur' is logged in from the 'United Kingdom'.

The main content area is titled 'Mailing Approval Tool - TradeTracker UK'. It features an 'Add preview' button and filter dropdowns for 'Campaign' (Subscribed campaigns), 'All categories', and 'All campaigns'. A link to 'Read e-mail marketing guidelines' is also present.

Below the filters, there are sorting options: 'Sort by' (Date modified) and '10 per page'. A list of approval requests is shown, with the following details for the first entry:

- Campaign:** 121Doc.co.uk
- Email subject:** Nice mailing - buy this product
- EMAIL DATE:** 10/05/2017
- DATE ASSESSED BY ADVERTISER:**
- CREATED:** 02/05/2017
- CHANGED:** -
- Status:** Pending (indicated by an orange circle icon)
- Actions:** Edit Request, Cancel request, Send preview email

A 'Show preview' button is located to the right of the entry details.

2.4 Advertiser approval

- 2.4.1 The advertiser checks if the preview is confirming the local Email Marketing rules and regulations and has three possibilities:
- Accept: The preview has been checked by the advertiser and is approved;
 - Reject: The preview has been checked by the advertiser and is not approved for any reason;
 - Reject and ask for changes: The preview has been checked by the advertiser and is not yet approved, but additional feedback for the publisher is given. The publisher can process the requested adjustments and ask for another review by following the steps from 2.1.

The screenshot displays the 'Mailing Approval Tool - TradeTracker UK' interface. At the top, there is a navigation bar with 'Home', 'Campaigns', 'Creatives', 'Reports', and 'Account'. Below this is a secondary navigation bar with 'Apps', 'Banners', 'Text Links', 'Incentives', 'Link Generator', 'Rotators', 'Product Feeds', 'PageTools', 'Web Services', 'Email Approval', and 'Laurence Ghafur'. The main content area features an 'Add preview' button and three dropdown menus for 'Campaign' (Subscribed campaigns), 'All categories', and 'All campaigns'. A 'Read e-mail marketing guidelines' link is also present. Below these are sorting options: 'Sort by' (Date modified) and '10 per page'. The main list shows a campaign entry for '121Doc.co.uk' with the subject 'Nice mailing - buy this product'. The entry is marked as 'Rejected (with feedback)'. A tooltip titled 'Rejection Reason' is displayed over the 'See rejection reason' link, containing the text: 'Please adjust the subject and add an unsubscribe link'. Other actions listed for this campaign include 'Edit Request', 'Resend request', and 'Send preview email'.

3. Roadmap for Advertisers

Advertiser have standard access to the Email Approval tool. Once a publisher uploads a preview it will be available for assessment. To navigate to the tool please conduct the following steps:

3.1. Finding a preview

Navigate to *Affiliate Management > Promotion Materials > Email approval*. Previews which need to be assessed can be recognized by their status. The status 'pending' means that they need to be approved.

The screenshot displays the TradeTracker.com interface for Email Approval. The top navigation bar includes 'Support', 'Feedback', and 'Log out (as ksmith)'. The main navigation menu has 'Affiliate Management' selected. The sub-navigation menu includes 'Promotion Material' and 'EMAIL APPROVAL'. The page title is 'Email Approval - TradeTracker UK'. There is a 'See mailing agenda' button and a 'Status' dropdown menu set to 'All statuses'. A 'Read e-mail marketing guidelines' link is also present. The 'Sort by' dropdown is set to '10 per page' and 'Date created'. The main content area shows a list of approvals with details for one approval:

- Affiliate:** Quidco.com
- Campaign:** 121Doc.co.uk
- Subject:** Nice mailing - buy this product
- Mailing Date:** 10/05/2017
- STATUS:** PENDING
- SENDER:** EXAMPLE@EXAMPLE.COM
- RECIPIENTS:** 100,000
- INCENTIVIZED:** YES
- EXPECTED CLICKS:** 1,000

Below the details are buttons for 'Accept', 'Reject', 'Reject and ask for changes', 'Send preview email', and 'Suggested tracking links'. A 'Show Preview' button is also visible.

3.2 Checking a preview

To review the mailing the advertiser needs to check the data of the preview:

- Affiliate;
- Campaign;
- Subject of the mailing;
- Mailing Date;
- Email address sender;
- Recipients;
- Is the mailing incentivized;
- Expected clicks (if filled in).

3.3 Show preview

Check the preview image by using the 'show preview' button;

3.4 Send preview Email

Send a preview via Email by clicking the "send preview Email" button. The received preview needs to be checked well to see if everything is according to local rules and regulations as stated in paragraph 1.2.2 Content and sending Email.

3.5 Approval mailing

If the Email is agreed upon and in line with the local rules and regulations regarding Email marketing the advertiser now has three possibilities:

- a. Accept: The preview has been checked and approved. Thereby it is important that the Email is checked according to the local Email marketing rules and regulations;
- b. Reject: The preview has been checked and is not approved for any reason;
- c. Reject and ask for changes: The preview has been checked and can be rejected via the 'reject and ask for changes'- button. In this case feedback can be given.
 - i. Please give as much details as possible to help the publisher make the necessary adjustments.
 1. The publisher does change the preview and asks for a re-assessment. The mailing will be added as 'pending' in the mailing overview again.
 2. The publisher does not change the preview. The mailing cannot be send.

Note: If a mailing is not assessed before the date for which is it planned to be sent, it will be auto-rejected.

