

Terms & Conditions G-Star

EN

Cookie time: 30 days

SEA (keyword marketing)

You are not allowed to use SEA or CSS to directly send traffic to the G-Star website, or advertise on G-Star brand, campaign and product related keywords. These related keywords include, but are not limited to:

- G-Star
- Gstar
- G-Star RAW
- Gstar RAW
- Hardcore Denim
- 3301 Jeans

When in doubt, please check with the affiliate team first via affiliate@deptagency.com or via your TradeTracker account manager.

SEO / Content

We are happy to hear that you want to promote our products on your blog or on social media. When joining the G-Star affiliate program publishers receive an Onboarding Guide with information, SEO tips and content inspiration. When creating content, we expect unique and valuable content on your website, not direct copies of briefings or communications. Please send us a preview of your content on the product page, blog or social media via affiliate@deptagency.com.

Mailings (email marketing)

Mailings may not be sent without sending a preview and obtaining permission. A preview can be sent to affiliate@deptagency.com. You will receive a response to this preview within 48 hours on working days. These should include: date of shipment, number of addresses, sender and subject line. If a mailing is sent without approval, the registered leads will be rejected.

Commission inspection

The commission can be rejected for the following reasons:

- Cancellation
- (Partial) return
- Unpaid orders
- Double registered orders

- Violation of these rules

Affiliate links and banners

You may use G-Star promotional material (banner, logos, product images) on your website. Banners and images are provided in Tradetracker. It is not allowed to create your own banners or images. If you want to use different materials to display on your website, please contact us on affiliate@deptagency.com to get our approval.

Exclusion in case of violation

G-Star has the right to exclude you from the affiliate program at any time through the affiliate platform for violations such as, but not limited to, spamming, illegal activity and inappropriate advertising.

Social media

Social media exposure (organic) is allowed, if permission has been requested. A preview can be sent to affiliate@deptagency.com. You will receive a response to this preview within 48 hours on working days. These should contain the following: date of posting, the link of the social page and the sender. If a social media post is posted without approval, the registered leads will be rejected.

Coupons

The usage of couponcodes is allowed, however only codes that are provided in the affiliate network can be promoted by publishers. When you are unsure about a certain code or you want more information about voucher codes, please contact us at affiliate@deptagency.com

Cookie freeze

When a customer reaches the G-Star website, that cookie will be frozen for 30 minutes from the start of the ordering process. This means, any other affiliates who would interfere in the customer journey during this period of time won't be considered for commission payout.