

Internet Advertising Bureau (“IAB”)

Performance Marketing Council Code of Conduct – Downloadable Software (“the Code”)

Coordination Procedure

v1.0 May 2015

PART 1 - INTRODUCTION

This procedure (the “Coordination Procedure”) sets out the procedure for the coordination of the enforcement of the Performance Marketing Council Code of Conduct – Downloadable Software (the “Code”) by the IAB. The Code applies to affiliates and online publishers (“Affiliates”) which use downloadable software applications to direct website traffic to online merchants as part of an affiliate marketing program operated by any of the affiliate marketing networks which enforce the Code.

Compliance with the Code is a condition of participation in the affiliate marketing networks operated by:

Affiliate Window

Affilinet

CJ Affiliate by Conversant

OMG

Rakuten Affiliate Network

TradeDoubler

TradeTracker

Omnicom Affiliates

(together the “Networks”).

The Networks will enforce the Code. The IAB will act as a coordinator to ensure consistent enforcement of the Code by the Networks. The IAB will coordinate the enforcement of the Code in accordance with this Coordination Procedure.

PART 2 – COORDINATION PROCEDURE

Notification and Enforcement Notices

1. A suspected breach of the Code by an Affiliate is notified to the Networks (a “Complaint”).
2. On receipt of the Complaint, the Networks will enforce the Code under the terms of their agreements with Affiliates, as each of the Networks deem appropriate.
3. If the issuer of the Complaint considers that the Networks have not properly and consistently enforced the Code, the issuer of the Complaint may notify the IAB by email to [\[\]@iabuk.net](mailto:[]@iabuk.net).
4. On receipt of a notice of a Complaint, the IAB may call a meeting of the Networks (“Enforcement Meeting”). When considering whether to call an Enforcement Meeting, the IAB will take into account:
 - 4.1 the nature and extent of the suspected breach of the Code;
 - 4.2 the nature and extent of any enforcement action taken by each of the Networks;
 - 4.3 the extent of any inconsistency of the enforcement of the Code by the Networks; and
 - 4.4 any other factors it considers relevant.
5. The IAB will only call a meeting of the Networks where it considers that the issuer of the Complaint has, directly with the Networks, undertaken all appropriate action.
6. At the Enforcement Meeting, the Networks will [unanimously agree *OR* agree by majority decision] a course of enforcement action to be undertaken by the

Networks in respect of the suspected breach and a timescale for the implementation of that course of action.

7. Any course of enforcement action agreed at the Enforcement Meeting will be implemented by the Networks in accordance with any agreed dates for implementation.

General

8. Any action taken by a Network in respect of the Code or this Coordination Procedure is without prejudice to any of that Network's other rights or remedies, including any contractual rights or remedies as provided under any agreements between that Network and Affiliates.

IAB UK Performance Marketing Council, May 2015