

IAB Affiliate Marketing Council Voucher Code, code of conduct | Disciplinary Procedure

Last updated February 2011

Overview

The [voucher code, code of conduct](#) was issued in November 2008 and revised again in 2009 and 2010.

In order to provide further clarification the eight member networks who comprise the Affiliate Marketing Council (Affilinet, Commission Junction, OMG, Rakuten LinkShare, TradeDoubler, TradeTracker and Webgains) have agreed the following disciplinary procedures for those affiliates found to be in contravention of the code.

Procedure

An email address exists to inform all member networks and the AMC's affiliate representative at the IAB of any potential breach. This should be used to alert the IAB AMC of any possible breaches to the code of conduct (vouchercode@iabuk.net).

When an email is received the following procedure applies:

1. Rules breached – notification to all networks & IAB via vouchercode@iabuk.net
2. Networks confirm whether breach is across multiple merchants and multiple networks
3. IAB sends email to publisher clearly notifying them of the issues and how they breach the code
4. Publisher is also sent “three strikes” penalty information that indicates multiple violations of the code could result in permanent exclusion from working with member networks.
5. Publishers has seven days to respond (if no response go to step 8)
6. Publisher responds and response is circulated via networks
7. If response is satisfactory and changes made within the original seven days then no further action taken
8. If no response within seven days or unsatisfactory response, networks to unanimously decide to suspend publisher from network
9. Publisher is informed at least 24 hours before suspension that this is the course of action
10. Initial suspension to be a MINIMUM of seven days or until changes made (whichever is sooner).
11. If changes are made within the seven day period these changes are confirmed by all networks and suspension is unanimously lifted

12. If the publisher repeats offence, or different violation of code then the publisher will be contacted by IAB AMC to inform them that action will be taken
13. Suspension across networks will occur after 24 hours warning.
14. This counts as the second offence and the suspension will last for a MINIMUM of two full weeks.
15. If after this final suspension the publisher still breaches guidelines then networks can suspend from their platforms indefinitely.

The onus is on the affiliate to prove that they are acting within the guidelines.

Any action taken by networks must be CONFIDENTIAL until IAB representative or AMC representative contacts the publisher

Merchants and other third parties can only be informed at an agreed time by all networks.

Suspension from networks must stop payments of commissions to publisher but merchants must not be liable to pay for commissions or network override. The precise detailing of this will be left to the discretion of the network.

Where appropriate if affiliates feel they have a genuine grievance they will be allowed to appeal to the AMC about any disciplinary action by outlining their case to the AMC representative.

Ultimate decisions are at the discretion of the AMC