

IAB Affiliate Marketing Council

Voucher Code Disciplinary Procedure

Version 3: December 2010

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 nine member networks who comprise the Affiliate Marketing Council have agreed the following disciplinary procedures for those affiliates found to be in contravention of the code.

Procedures

An email address exists to inform all member networks, the Chair of the Council and the AMC's affiliate representative at the IAB of any potential breach (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 that breach is across multiple merchants (if not, resolved at affected network level)
3. IAB sends email to identified publisher clearly notifying them of the issues and their relation to the code.
4. Publisher is also sent “three strikes” penalty information
5. Publisher has seven days to respond (if no response go to step 8)
6. Publisher responds and this 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 unanimously decide to suspend from network
9. Publisher is informed a minimum of 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 after the seven day ban has expired.
12. If the publisher repeats offence or is identified as violating a different are of the 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 hour warning.

14. This counts as the second offence and the suspension will last for a **MINIMUM** of two weeks.
15. If after this final suspension the publisher still breaches guidelines then networks can suspend from network 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 an IAB representative or AMC Chair 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 and merchants must not be liable to pay for commissions or network override. It is at the discretion of the network how they choose to enforce this.

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

Decisions are at the discretion of the AMC.