

Hi all,

This is a note regarding Paddy Power Betfair's stance on affiliate activity and marketing compliance. We take the Gambling Commission Guidelines very seriously and want to ensure that all our affiliates are behaving in a responsible manner. Both on behalf of the brand and potential customer. We have opted to take a 1 strike policy on affiliate activity, any partner found to be operating against our internal regulations will be suspended from the program. Our full marketing guideline doc can be downloaded here

<https://www.dropbox.com/sh/h3m8g1gg0gx0c1m/AACfWyZSAmbZPkZEveEfmKHNa?dl=0>

Our main points are as follows

- No SMS marketing
- No advertorial style marketing
- No Pop Unders
- No media buying unless a set domain list can be provided of exactly where we are appearing and you are using our provided creative, if you are buying through an ad-exchange programmatically this is type of activity is prohibited as part of the Affiliate Program.
- No email marketing to a database of users where the email looks like it is sent on behalf of Paddy Power Betfair. If as an affiliate you want to talk to your user base about an affiliate offer it must be very clear that email is not sent by us the operator.
- Any challenge\Tipping style pages must make clear that it is in fact a challenge and must not imply that success is guaranteed. Under absolutely no circumstance should results be lied about or media manipulated to suggest results were more favourable.
- Any promotion of a sign up offer must include the following: New Customer Offer, T&C's Apply 18+. Ideally it would also include Please Gamble Responsibly
- If conducting paid social advertising this should be paid ads for the affiliate site and should be clear it is the affiliate site you are advertising. It should not be possible for a consumer to think you are promoting our brand directly. If in doubt please share the creative and user journey with us before going live.
- If promoting via a Twitter, Facebook or other social media the account must have 18+ in the page bio.
- Please only use creative found in our media library or Dropbox folders, these are compliant with marketing regulations. Please do not publish any homemade creative unless signed off by a member of the team first.

If at any time you have questions or think your current activity may not be compliant please contact us immediately to review. With recent announcements in the sector it is imperative that we hold ourselves and our partners to the highest standards and ensure that we are not conducting marketing practices that are prohibited by The Gambling Commission, The ASA or other regulatory bodies.