

# Browser Extension Code of Conduct

## Intro

We are committed to maintaining high standards of integrity and transparency in our operations. This Code of Conduct outlines the guidelines and best practices for partners offering browser extensions. Our goal is to ensure that these tools enhance the user experience, provide genuine value, and operate within the boundaries of ethical and legal standards. By adhering to these principles, we can foster a trustworthy and effective Partner Marketing ecosystem that benefits all stakeholders.

All partners offering browser extensions must comply with this Code of Conduct. Non-compliance may result in corrective actions, including removal from our network.

1. Sales Capture
  - a. Browser extensions cannot credit transactions that were initiated before the browser extension was activated.
  - b. Browser extensions cannot capture sales that have been added to a shopping cart prior.
2. Traffic Redirection
  - a. Browser extensions cannot automatically redirect users from other sites to advertiser's sites without their knowledge and consent.
3. Cookies
  - a. Browser extensions cannot manipulate cookies of Tradedoubler or any other party.
4. Functionality of the Browser Extension
  - a. Publishers using a browser extension(s) are required to give the option to disable this functionality in affiliate programs where the advertiser does not agree to this form of advertising.
5. Statistics
  - a. Publishers using browser extensions are required to implement all tracking codes according to affiliate network guidelines to ensure accurate attribution of sales and clicks.
  - b. A publisher using a browser extension should be able to determine the % of traffic coming from the tool.
6. Validity
  - a. Browser extension should direct users to products and offers that match the users interests and previous searches.
  - b. The extension should activate when a given advertiser has active promotions/cashback, where valid or necessary.

- c. The browser extension should improve the shopping experience of users. Browser extension that do not provide unique and useful features cannot cooperate with Tradedoubler.
- 7. Value for Buyers
  - a. Browser extensions should not interfere with the user's shopping experience.
  - b. The user should be able to disable/deactivate the browser extension at any time
  - c. Browser extension should provide real financial benefits or relevant insights to users, such as cashback, discounts or access to special offers.
- 8. User Consents
  - a. Browser extensions must clearly inform users about their functionality, including what data is collected and how it is used. Users must give informed consent to install and operate the browser extension.
  - b. Users should be able to report browser extensions that do not meet publisher guidelines, or any applicable guidelines within the parameters of partner marketing, or those that interfere with their shopping experience in a negative way.
- 9. Data processing
  - a. The processing of personal data must comply with data protection laws, and users must consent to the collection and use of their data.

### **Best Practice**

- 1. Verification and Auditing
  - a. Initial verification: a publisher applying to become a network publisher is subjected to the appropriate verification.
  - b. Regular audits: publishers also using browser extension are subject to regular audits to check the quality of content and functionality of the browser extension(s).
- 2. Establishing clear policies and principles
  - a. Prohibited practices: publishers must respect the rules for using tools (including browser extensions) set by the network.
  - b. Transparency: publishers must clearly inform users about the functionality of browser extensions and obtain their consent to collect data.
  - c. Program rules and regulations: each program's rules and regulations should state whether browser extension activity is permitted, and to what extent if applicable.
- 3. Education and training
  - a. Training for advertisers
  - b. Educational materials: providing educational materials on the safe use of affiliate networks and browser extensions.
- 4. Reporting and analysis
  - a. Performance reports: regular delivery of reports that verify traffic.



- b. Fraud management: analysing deviations in data that may indicate fraudulent practices.
- 5. Penalties
  - a. Contracts and regulations: entering detailed contracts and regulations that specify the consequences of non-compliance.
  - b. Blocking and removing publishers: blocking or removing publishers who violate affiliate network rules.
  - c. Further penalties: where necessary, further penalties will be imposed to publishers who violate best practices, terms of agreements, publisher and/or program policies, or any other applicable agreements or terms.
- 6. Data Security
  - a. Privacy protection: ensuring that all data collected by browser extension is protected in accordance with data protection laws.
  - b. User consent: publishers must obtain explicit consent from users to collect and process their data.
- 7. Application of Industry Standards
  - a. Certifications and standards: implement certifications and industry standards that promote best practices in affiliate operations.