

# Affiliate Linking Policy

*[This sample policy is for those selling website creation and hosting through the likes of a multisite installation where the seller is using affiliate links in customers' sites, whether through manual insertion or automatic rewriting using something like the VigLink plugin. Delete this comment. Check all square bracketed text and comments in terms below. Amend as required. Delete square brackets and drafting comments. This sample policy should only be taken as a starting point. Laws on affiliate linking may differ across jurisdictions and the contractual requirements of individual affiliates may also differ. You may wish to consult a lawyer who is qualified in your jurisdiction.]*

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## Purpose

1. The purpose of this policy is to be transparent with all Customers and members of the Public as to our use of affiliate links. Terms used in our Terms of Use have the same meaning in this policy.
  2. If you have any questions regarding our use of affiliate links, please contact us at *[insert email address]*.
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## The nature of affiliate links

3. When we refer to an **affiliate link**, we mean a link to a third party website that is selling goods or services. The link is unique in that it identifies us as the referrer of a potential customer to the third party website. If that potential customer purchases a good or service for which a sales commission is payable, we (the **affiliate**) receive a small payment from the provider of the third party website.
  4. You can identify whether a link is an affiliate link by looking for inclusion of an asterisk ("\*") at the end of a link. If a link ends with an asterisk ("\*"), it is an affiliate link. *[Only say this if it is true. You may wish to deploy an alternative means of identifying a link as an affiliate link.]*
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## Why we use affiliate links

5. The purpose of our using affiliate links is to provide us with an additional revenue stream (which may enable us to charge lower fees to our Customers than would otherwise be the case). In the past, affiliate links have sometimes had a 'bad rap' but this is only due to a lack of transparency as to their use. In our view, as long as an affiliate link is identified as such and is not accompanied by misleading statements or omissions, they are a perfectly legitimate means of revenue creation which may benefit all parties concerned.
  6. To avoid any confusion, we are the recipients of any affiliate income earned through any affiliate links within our Service.
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## Where we use affiliate links

7. We may use affiliate links [on this website and within our blog] *[amend as required]*. We only do this where we believe it is appropriate to do so. We may insert affiliate links manually or we may use a plugin that rewrites ordinary links we have added to third party goods or services with affiliate links to the same destinations when the web page containing the links is loaded in a person's browser.
8. We may also use affiliate links in your Site. We will only do this by using a plugin as described above, or similar method, that rewrites ordinary links you have added to third party goods or services with affiliate links to the same destinations when the web page containing the links is loaded in a person's browser. We do not manually amend the links in your content. Rather, your links are rewritten, within a browser session, when the page loads.

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## No tracking of individuals

9. Our use of affiliate links does not involve our tracking of any identifiable individual's browsing or purchasing behaviour or disclosing such personal information to third parties. We have no interest in doing this and do not do it. *[Ensure that this statement is true]*

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## Get in touch

10. Feel free to get in touch if you have any questions or feedback regarding our use of affiliate links. You can contact us at *[insert contact details]*

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## Changes

11. We may make changes to this Affiliate Linking Policy from time to time. Any changes will be posted on this website.

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**Changelog** *[make this a link to a page that contains the dates and summaries of changes to this policy over time, or set out summaries of such changes below this heading (I suggest in a different typeface, such as Courier, to distinguish the change log content from the policy itself)]*