

# Affiliate Program Restrictions

As an affiliate of Cupid Media, it is important that you understand the marketing restrictions we have in place for the affiliate program. These are designed not just to protect us and our customers but also to create a fair environment for all affiliates in the program.

Failure to adhere to these restrictions may lead to your commissions being cancelled and affiliate account banned.

## Promotional Methods

### 1. No Direct Linking from Paid Advertising

If you are using paid advertising (PPC, Facebook Ads, POF ads etc) of any type, you can not send the user directly to our sites. A landing page or website, owned by you, must be used.

### 2. No Incentivized Traffic

Users you refer to Cupid Media can not be given incentives to convert including, but not limited to, cash or monetary rewards, loyalty points or gifts.

### 3. No Adult Traffic

We do not allow traffic from any sites that are of an adult or overtly sexual nature including, but not limited to; pornographic sites, adult video sites, "hook up" or adult dating sites and sites that promote adult-orientated products or services.

### 4. Restricted Keywords for Paid Advertising

If you are using paid advertising, for example Google AdWords, you may not bid on our restricted keyword list (see the bottom of this document for the full list) or use them in your advertising copy. The list includes our brand names and website addresses. Variations and misspellings are also prohibited. If possible, the restricted keywords should be used as negative keywords.

### 5. Restricted Keywords for Domains

You may not use restricted keywords (see the bottom of this document for the full list), variations or misspellings in your domain name. For example; thailovelink.com, thailovelinksreview.com, thailovelinks.at

## **6. No Pop Up / Pop Under Traffic**

We do not allow affiliates to promote our sites through pop ups or pop under banner advertisements, also commonly known as PPV and bought through companies like Traffic Vance and Lead Impact.

## **7. No Adware / Spyware / Toolbar Traffic**

Affiliates must not use any adware software, browser helper object or toolbar to promote our offers.

## **8. No Illegal Content**

You may not place our affiliate links on any site that promotes illegal content or infringes on the legal rights of others.

## **9. No SMS/MMS Traffic**

We do not allow our sites to be promoted by SMS or MMS methods.

## **10. No Classifieds or Chat Room Traffic**

You may not post your affiliate links in classified sites (Gumtree, Craigslist) or in chat rooms that you do not own.

## **11. No Cookie Stuffing / Cookie Dropping**

You may not use cookie stuffing or cookie dropping techniques. A cookie may only be placed when a user manually clicks on a link, on a website that you own, and goes to our site.

## **Other Restrictions**

### **12. No Framing**

You may not frame our sites inside another site for any purpose.

### **13. No Unauthorized Creatives**

You may not use custom creatives (banners, gifs, flash animations) without the express permission of the Cupid Media Affiliate team.

You can not use member photos or member profile information to promote our offers.

#### **14. No Misleading or Inaccurate Claims**

You can not use inaccurate or misleading statements or claims when promoting our affiliate offers. Your advertising materials, including imagery should be in line with the Cupid Media brand.

#### **Restricted Keyword List**

See section four and five for usage requirements.

AfroIntroductions  
AsianDating  
AussieCupid  
BBWCupid  
BlackCupid  
BrazilCupid  
CaribbeanCupid  
ChineseLoveLinks  
ChristianCupid  
ColombianCupid  
DominicanCupid  
FilipinoCupid  
GayCupid  
HongKongCupid  
IndianCupid  
IndonesianCupid  
InternationalCupid  
InterracialCupid  
IranianSinglesConnection  
JapanCupid  
KenyanCupid  
KoreanCupid  
LatinAmericanCupid  
MalaysianCupid  
MexicanCupid  
MilitaryCupid  
Muslima  
PinkCupid  
RussianCupid

SingaporeLoveLinks  
SingleParentLove  
SouthAfricanCupid  
ThaiLoveLinks  
UkraineDate  
VietnamCupid  
Afro Introductions  
Asian Dating  
Aussie Cupid  
BBW Cupid  
Black Cupid  
Brazil Cupid  
Caribbean Cupid  
Chinese Love Links  
Christian Cupid  
Colombian Cupid  
Dominican Cupid  
Filipino Cupid  
Gay Cupid  
Hong Kong Cupid  
Indian Cupid  
Indonesian Cupid  
International Cupid  
Interracial Cupid  
Iranian Singles Connection  
Japan Cupid  
Kenyan Cupid  
Korean Cupid  
Latin American Cupid  
Malaysian Cupid  
Mexican Cupid  
Military Cupid  
Muslima  
Pink Cupid  
Russian Cupid  
Singapore Love Links  
Single Parent Love  
South African Cupid  
Thai Love Links  
Ukraine Date  
Vietnam Cupid  
Cupid Media  
CupidMedia