

Affiliate Program Agreement

Thank you for considering the Iconosquare Affiliate Program. Our affiliates are very important to us. This agreement is designed with you in mind, to protect you, Iconosquare, and our customers. Please read thoroughly. If you have any questions, please contact our Affiliate Manager via maxime@iconosquare.com

This is a contract between you (the “Affiliate”) and us (“Iconosquare”). It describes how we will work together and other aspects of our business relationship.

The Affiliate Program Agreement applies to your participation in our Affiliate Program. All affiliates are required to accept the Affiliate Program Agreement in order to participate in the Iconosquare Affiliate Program. Failure to do so will result in a rejection of the affiliate’s application.

We reserve the right to update or replace these terms in their entirety. If we update or replace the terms, all affiliates must re-accept the agreement to continue to have access to the Program.

By signing up for the Iconosquare Affiliate Program, you indicate your acceptance of this Agreement and its terms and conditions.

1. General

Welcome to the Iconosquare Affiliate Program! We value our affiliates as essential partners in our growth and success. By joining this program, you are helping us connect with new customers, expand our reach, and strengthen our presence in the market. In return, we provide you with attractive rewards, comprehensive resources, and ongoing support to ensure your success.

Objectives of the Program:

- Establish a mutually beneficial partnership between Iconosquare and its affiliates, creating long-term value for both parties;
- Empower affiliates with innovative tools, promotional resources, and financial incentives to effectively promote Iconosquare;
- Maintain a transparent, equitable system that fairly rewards affiliates based on their contributions and performance;
- Build a community of motivated affiliates who share a common vision of success.

2. Definitions and Key Terms

To ensure clarity and understanding, here are the definitions of key terms used in this agreement:

Affiliate: An individual or entity that promotes Iconosquare by using unique referral links to generate new customer subscriptions, earning commissions as a result.

Affiliate Dashboard: The dedicated platform provided by PartnerStack where affiliates can monitor their performance, track referrals, view earnings, and access resources.

Tiers (Bronze, Silver, Gold): Performance-based levels within the affiliate program, offering increasing benefits and commission rates as affiliates achieve higher levels.

Commissions: Monetary rewards or payouts earned by affiliates for successful customer referrals that result in paid subscriptions to Iconosquare.

Challenges: Special events or campaigns organized periodically to engage affiliates, offering specific goals and attractive rewards for top performers.

Referral Link: A unique, trackable URL assigned to each affiliate to monitor customer sign-ups and purchases linked to their promotions.

PartnerStack: The affiliate management platform used by Iconosquare to streamline affiliate tracking, payouts, communication, and reporting.

3. Affiliate Program Overview

The Iconosquare Affiliate Program is designed to create a mutually beneficial collaboration between affiliates and Iconosquare. Affiliates play a crucial role in helping us reach new audiences, build trust, and drive subscriptions to our platform.

Affiliates use ethical, legal, and transparent methods to promote Iconosquare and its services.

Affiliates adhere to the guidelines and policies outlined in this agreement to ensure consistency and integrity in their promotions.

We prioritize integrity and transparency. Affiliates are expected to reflect these values by representing our brand positively and using approved promotional materials responsibly. In

exchange, we provide clear commission structures, timely payouts, and comprehensive resources to help you excel. Your success contributes directly to ours, making this a collaborative partnership built on trust and shared goals.

4. Tiered System (Bronze, Silver, Gold)

The Iconosquare Affiliate Program features a structured tier system designed to reward affiliates based on their performance and contribution. Affiliates progress through the tiers as they achieve milestones, unlocking greater benefits and earning potential.

Bronze Tier

Entry-level tier for all new affiliates.

Commission Rates: Earn 20% recurring commission on monthly subscriptions and \$100 for yearly subscriptions.

Silver Tier

Advance to Silver by referring 10 customers.

Commission Rates: Earn 30% recurring commission on monthly subscriptions and \$150 for yearly subscriptions.

Gold Tier

Advance to Gold by referring 50 customers.

Commission Rates: Earn 35% recurring commission on monthly subscriptions and \$250 for yearly subscriptions.

Affiliates are automatically promoted to the next tier upon meeting the referral requirements.

Regular reviews ensure that affiliates are appropriately recognized and rewarded for their ongoing efforts.

5. Challenges and Incentives

To make the program more engaging and rewarding, Iconosquare organizes regular challenges. These challenges provide opportunities to earn additional rewards beyond standard commissions.

Here are two examples of possible Challenges:

Monthly Performance Challenge: Affiliates compete to generate the highest sales volume within a month, with cash bonuses for the top three performers.

Seasonal Campaigns: Affiliates can maximize sales during peak periods (e.g., Black Friday, Christmas, or New Year) and earn extra incentives for meeting specific seasonal goals.

The rewards can vary:

Financial Bonuses: Extra cash rewards for exceeding predefined targets or achieving top positions in challenges.

Exclusive Perks: Tech gadgets, branded merchandise, gift cards, or access to premium Iconosquare features.

Training Opportunities: Invitations to exclusive webinars, coaching sessions, or access to advanced marketing courses.

Except specific conditions, all active affiliates are automatically enrolled in challenges unless stated otherwise.

Detailed rules, objectives, and rewards for each challenge are communicated via email and displayed on the PartnerStack dashboard.

Results and winners are announced transparently.

6. Referral Tracking

Iconosquare provides affiliates with unique referral links to accurately track customer sign-ups and purchases. These referral links use cookies, enabling the system to attribute sales to the correct affiliate.

Cookies remain valid for 90 days from the time a customer clicks on the referral link. If the customer makes a purchase within this period, the affiliate is credited for the sale. However, tracking may fail if cookies are cleared or if the purchase is made using a different device or browser. Affiliates are encouraged to remind referrals to complete their purchases using the same browser session where the link was clicked. Iconosquare is not responsible for tracking errors caused by third-party actions or browser configurations.

7. Affiliate Application Process

Joining the Iconosquare Affiliate Program is a straightforward process open to eligible individuals and entities. Applicants must demonstrate a legitimate online presence that aligns with Iconosquare's values and target audience. Applicants must also be at least 18 years old and comply with all applicable regulations.

To apply, complete the form provided on the PartnerStack platform, including accurate details about your promotional channels. Applications are typically reviewed within 5-7 business days. Iconosquare reserves the right to reject any application without explanation. Approved affiliates gain immediate access to the Affiliate Dashboard, where they can retrieve referral links and promotional materials.

8. Commissions and Payment

Commissions are based on successful customer purchases attributed to an affiliate's referral link. For monthly subscriptions, commissions are issued 8 days after the purchase, while for yearly subscriptions, commissions are issued 32 days post-purchase. This delay ensures compliance with the legal withdrawal period.

Payments are processed through PartnerStack within the month following commission creation. At the end of each month, your commissions are calculated and available for cash-out via PayPal or Stripe (alternative methods available for non-PayPal regions). Accurate payment details must be provided in PartnerStack to avoid delays. Commissions for canceled, refunded, or fraudulent transactions will not be paid. Iconosquare may withhold commissions in cases of suspected policy violations or fraud.

9. Marketing and Promotion Guidelines

Affiliates must promote Iconosquare professionally and responsibly. Resources (logos, images, videos, documents) are available to all affiliates directly in their Dashboard. Unauthorized use of intellectual property or misleading representations of Iconosquare are strictly prohibited.

Affiliates may not promote Iconosquare on platforms with offensive, illegal, or inappropriate content. Claims about Iconosquare's services must be accurate, and advertising unauthorized coupons or discounts is not allowed. All promotional activities must reflect positively on Iconosquare's brand and adhere to the program's standards.

10. Pay Per Click (PPC) Policy

PPC bidding is NOT allowed without prior written permission. Affiliates are not permitted to bid on Iconosquare keywords, including negative keywords. Affiliates are also prohibited to bid on Google Ads featuring Iconosquare.

11. Termination of Agreement

The affiliate agreement may be terminated at any time, either voluntarily or involuntarily. The affiliate may terminate this agreement by providing written notice to Iconosquare. In the case of voluntary termination, the affiliate will immediately lose all rights to commissions on sales generated after the termination date. In the case of involuntary termination by Iconosquare (for example, for non-compliance with the terms of use or fraudulent activities), the affiliate will forfeit any pending commissions, including those that may have been generated prior to termination.

Iconosquare also reserves the right to suspend or close an affiliate's account without notice in the event of a breach of the affiliate terms.

12. Limitation of Liability

Iconosquare shall not be held liable for any indirect, special, incidental, or consequential damages arising from the use of the affiliate program, including but not limited to tracking errors, technical issues, or system outages.

Iconosquare does not guarantee the continuous and uninterrupted availability of the services related to the affiliate program. The affiliate agrees that Iconosquare's total liability to the affiliate under this agreement shall be limited to the amount of commissions actually paid to the affiliate under this agreement during the six months preceding the claim.

13. Modifications to the Agreement

Iconosquare reserves the right to modify the terms of this agreement at any time. The affiliate will be notified via email.

Any modification will be deemed accepted by the affiliate if they continue to participate in the program after being informed of the changes. If the affiliate does not accept the new terms, they may terminate the agreement in accordance with Section 11.

14. Miscellaneous Provisions

The Affiliate certifies that they are over the age of 18 and are qualified to enter into this Affiliate Agreement.

The Affiliate warrants and represents that its actions and its participation in the Affiliate Program are in compliance with all applicable laws, rules, regulations, and any requirements of governmental authority at all times. Iconosquare reserves the right to terminate the Affiliate's participation in the Affiliate Program if Iconosquare determines that the Affiliate's actions or its participation in the Affiliate Program are in violation of any laws, rules, regulations, or any requirements of governmental authority.

This Affiliate Agreement constitutes the entire understanding between Iconosquare and the Affiliate. This Affiliate Agreement supersedes any other contracts or understandings between the parties hereto and neither party shall be bound by any statements or representations that are not embodied in this Agreement.

Any dispute arising in relation to this Affiliate Agreement shall be exclusively resolved in the Courts of Limoges, France.