

# AFFILIATE DISCLOSURE

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This Affiliate Disclosure (this "**Disclosure**") is published by [PUBLISHER LEGAL OR BRAND NAME], the operator of [WEBSITE / NEWSLETTER / CHANNEL NAME] located at [URL] (the "**Publisher**," "**we**," "**us**," or "**our**"), and applies to the content the Publisher makes available to its readers, viewers, and subscribers (each, a "**Reader**" or "**you**").

This Disclosure explains how the Publisher earns compensation through affiliate relationships and how to identify affiliate content. It is intended to support honest, transparent recommendations and to help the Publisher comply with applicable advertising-disclosure laws and platform policies, including those administered by the United States Federal Trade Commission (the "**FTC**") and comparable rules in other jurisdictions.

**Recitals.** The Publisher participates in one or more affiliate or referral programs and may receive compensation when Readers act on links or recommendations in its content. The Publisher wishes to disclose those relationships clearly and conspicuously. Accordingly, the Publisher adopts and publishes the following.

## 1. What an Affiliate Relationship Means

**1.1 Definition.** An "**Affiliate Link**" is a tracked link or code that allows a merchant or affiliate network to attribute a purchase, sign-up, or other action to the Publisher. An "**Affiliate Program**" is the arrangement under which the Publisher may receive a commission, referral fee, credit, or other compensation (together, "**Affiliate Compensation**") for those actions.

**1.2 How it works.** When you click an Affiliate Link and then complete a qualifying action with the merchant, the merchant or network may pay the Publisher Affiliate Compensation. This typically occurs at no additional cost to you; the price you pay is generally the same whether or not you use an Affiliate Link.

**1.3 No additional cost.** Except where expressly stated otherwise, using an Affiliate Link does not increase the price you pay. Where an exclusive discount is offered through an Affiliate Link, that will be stated in the relevant content.

## 2. Scope of This Disclosure

**2.1 Covered content.** This Disclosure applies to all content published by the Publisher across [LIST CHANNELS, e.g. our website, email newsletter, social media accounts, and video channels], including written posts, reviews, comparisons, videos, and social posts.

**2.2 Programs we participate in.** The Publisher participates in affiliate or referral programs that may include, without limitation, [LIST PROGRAMS, e.g. the Amazon Associates Program and various merchant and network programs]. As an Amazon Associate (if applicable), the Publisher earns from qualifying purchases.

**2.3 Updates.** The specific programs and merchants may change over time. This Disclosure is intended to cover the Publisher's affiliate relationships generally, even as individual programs are added or removed.

### 3. How We Disclose Affiliate Content

**3.1 Clear and conspicuous.** The Publisher aims to disclose affiliate relationships in a clear and conspicuous manner, placed near the relevant recommendation and before any Affiliate Link where practicable, consistent with FTC guidance and applicable platform rules.

**3.2 In-content notices.** Affiliate content may include a short notice such as: "This post contains affiliate links. If you buy through them, we may earn a commission at no extra cost to you." Such a notice does not change the meaning of this Disclosure.

**3.3 Platform tools.** On platforms that provide built-in paid-partnership or material-connection labels, the Publisher will use those tools where appropriate in addition to written disclosures.

### 4. Editorial Independence and Honesty

**4.1 Our commitment.** Affiliate Compensation does not control the Publisher's opinions. The Publisher strives to recommend products and services it genuinely believes may benefit its Readers based on research, experience, or testing, as described in the relevant content.

**4.2 No guarantee of results.** Recommendations reflect the Publisher's views as of the publication date. Products, prices, availability, and merchant terms change, and the Publisher does not guarantee that any product or service will meet your needs.

**4.3 Your responsibility.** You should evaluate any product or service for yourself, review the merchant's own terms and policies, and make your own purchasing decision. The Publisher is not a party to your transaction with a merchant.

### 5. Sponsored Content and Other Material Connections

**5.1 Sponsored content.** From time to time the Publisher may publish sponsored posts, paid placements, or gifted-product reviews. Where a material connection beyond a standard Affiliate Link exists, the Publisher will identify it (for example, with a label such as "Sponsored" or "Paid Partnership").

**5.2 Gifts and samples.** If the Publisher receives a free product or sample in exchange for a review or mention, it will disclose that the item was provided at no cost.

**5.3 Distinct from affiliate links.** Sponsorship and gifting are different from affiliate arrangements and may be disclosed separately, but both reflect the Publisher's commitment to transparency.

### 6. Reader Privacy and Tracking

**6.1 Tracking.** Affiliate Links and programs may use cookies, identifiers, or similar technologies to attribute actions. The Publisher's collection and use of information is described in its Privacy Policy at [\[PRIVACY POLICY URL\]](#).

**6.2 Third-party practices.** Merchants and affiliate networks operate their own tracking and data practices, which the Publisher does not control. You should review their policies for details on how they handle your information.

**6.3 Your choices.** You may be able to limit tracking through your browser or device settings, though doing so may affect attribution and certain site features.

### 7. Limitations, Governing Law, and Contact

7.1 **No professional advice.** Content published by the Publisher is for general informational purposes and is not professional, financial, medical, or legal advice. You should consult a qualified professional before acting on any recommendation.

7.2 **No liability for third parties.** To the maximum extent permitted by applicable law, the Publisher is not responsible for the products, services, acts, or omissions of any merchant, network, or other third party, or for any loss arising from your reliance on affiliate content.

7.3 **Governing law.** This Disclosure and any dispute relating to it are governed by the laws of the State of [STATE], without regard to its conflict-of-laws rules, except to the extent mandatory consumer-protection or advertising laws of your jurisdiction apply.

7.4 **Changes to this Disclosure.** The Publisher may update this Disclosure at any time. The version posted at [DISCLOSURE URL] with the most recent effective date controls.

7.5 **Contact.** Questions about this Disclosure may be directed to [CONTACT NAME] at [CONTACT EMAIL] or [MAILING ADDRESS].

**ADOPTED AND PUBLISHED** by the Publisher as of the effective date below. Where a signed internal record of adoption is desired, an authorized representative may execute the block below.

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Effective date: [EFFECTIVE DATE]	

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