



Soft Click Policy – Browser Extensions, Adware and Toolbars

Purpose

This policy defines Awin's requirements for Publisher accounts that use browser extensions, adware or toolbars. It aims to ensure transparency, mitigate risk, and uphold fair tracking practices across the network.

Soft Click Status

1. All Publisher accounts deploying browser extensions, adware or toolbars will be designated as soft click by default.
2. Under soft click status, commission is awarded only when:
 - the Publisher is the only click in the conversion journey; or
 - the Publisher is the final touchpoint in a multi-touch journey that includes only other soft click publishers and/or post-view campaigns.

This designation ensures conversions are attributed only through intentional user engagement, reducing the likelihood of passive or non-transparent tracking.

Exceptions

1. Exceptions to soft click status may be granted on a case-by-case basis.
2. These are limited to specific business models (e.g. cashback or loyalty) and require:
 - Full compliance with Awin's Publisher Code of Conduct
 - Transparency distinguishing all sales and traffic from browser extensions, adware and toolbars clearly, using easily detectable and interpretable identifiers, such as passing back "ext" using the Awin Campaign parameter and/or within the 1st click reference field.

Subnetworks

1. Subnetworks working with Subpublishers that utilise browser extensions, adware or toolbars must operate segregated accounts:
 - Standard Publisher account: for standard Subpublishers (hard click tracking), and
 - Soft click Publisher account: for browser extension, adware or toolbar Subpublishers (soft click tracking).
2. All relevant browser extension, adware or toolbar Subpublishers must be accurately assigned to the soft click account.



Monitoring & Compliance

1. Awin reserves the right to implement technical monitoring to ensure compliance.
2. Any Publisher, including any Subnetwork, that routes browser extension, adware, or toolbar traffic through a hard click account intended for standard publishers will be immediately moved to soft click status, unless a documented exception has been explicitly approved by Awin.