



AWIN STOREFRONT ADDENDUM

to the Awin Standard Terms for Publishers

TERMS OF USE

By creating a Storefront page through the Awin mobile application for Publishers and using Awin's Storefront functionality, the Publisher is agreeing to this Awin Storefront Addendum (the "**Addendum**"). The Addendum supplements and forms part of (and does not replace) the Standard Terms for Publishers (the "**Standard Terms**") or any other applicable Publisher Terms, including [the Code of Conduct](#), any data protection/privacy documentation referenced therein, and any other applicable terms, which can be found here: <https://www.awin.com/gb/publisher-terms>.

In the event of conflict, the Standard Terms prevail. Nothing in this Addendum creates a separate Advertiser Programme, remuneration model or commercial relationship beyond the Standard Terms. Capitalised terms not defined in this Addendum have the meanings given in the Standard Terms.

1. Nature and Use of the Storefront

1.1 The Storefront is a functionality available to the Publisher within and as part of the Interface, presented as a public link-in-bio style page which displays a Publisher-curated selection of Links to Advertiser products, including corresponding product images and information provided by the Advertiser through product feeds (the "**Storefront**").

1.2 Each Link submitted to the Storefront will resolve to an Advertiser URL of an Advertiser participating in the Network and whose Programme the Publisher joined.

1.3 The Storefront is considered a Promotional Space and forms a part of the Publisher Service as defined in the Standard Terms, and respective rights and obligations apply to the Storefront and its use by the Publisher.

1.4 The Storefront includes a Publisher profile section where the Publisher may create, upload, and manage Publisher content, including text and a profile image, for display on the Storefront (the "**Publisher Profile Content**").

1.5 Publisher Profile Content must not contain or promote anything illegal, harmful, or offensive. This includes, without limitation, content that is defamatory, obscene, harassing, misleading, discriminatory, infringing on third-party rights, or otherwise inappropriate for public display. The Publisher must not impersonate others, disclose confidential or personal information without consent, or use the Storefront for unsolicited promotions or unlawful activity.

2. Eligibility and Access

2.1 The Storefront is available exclusively to Publishers on the Network and subject to the Standard Terms, including this Addendum.

2.2 Awin may suspend or withdraw access to the Storefront for the Publisher's non-compliance with the Standard Terms or this Addendum, without prejudice to Awin's rights and remedies under the Standard Terms.

3. Advertising Disclosure and Compliance

3.1 The Publisher must ensure that advertising or promotional content on the Storefront is clearly identified as such. The Publisher must provide clear, prominent and unambiguous disclosure of its commercial or affiliate relationship in accordance with applicable Advertising Standards, consumer protection legislation, and all other



laws and regulations in the jurisdiction(s) where the content is made available and/or directed.

3.2 The Publisher is solely responsible for the form, placement and adequacy of such disclosures, and for ensuring that all advertising and promotional content accessible via the Storefront complies with applicable local laws and self-regulatory codes.

3.3 The Publisher will indemnify, defend and hold harmless Awin and any Awin Group Company (including its directors, employees, agents or contractors), from and against any claims, costs, damages, losses, liabilities and expenses (including legal fees) relating to any claims, actions, suits or proceedings by third parties against Awin or any Awin Group Company arising out of or related in any way to any breach by the Publisher of clause 3.1

4. Data protection

In deviation to the applicable Publisher Data Protection Annex(es), Awin will facilitate the necessary cookie consents in respect to Awin tracking technology or opt-out mechanisms from Visitors of the Storefront, where required and in accordance with the applicable laws. Except in respect to the foregoing, the relevant Data Processing Annex(es) continue to apply.

5. Availability and Changes

5.1 Awin may modify, suspend or discontinue the Storefront (or any part of it) at any time.
5.2 This Addendum may be updated from time to time on 14 days' notice to the Publisher in accordance with the Standard Terms.

6. Liability

The limitations and exclusions of liability in the Standard Terms apply to the Storefront. Nothing in this Addendum extends Awin's liability beyond those limits.

7. Governing Law and Precedence

7.1 This Addendum is governed by the same law and jurisdiction as the Standard Terms.
7.2 This Addendum applies solely to the Storefront functionality and its use.