



Branded Domain and Brand Usage Policy

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The following is a network wide policy which affects all advertisers in the network. Failure on the part of an affiliate to adhere to these terms may result in suspension or termination of your account.

The following rules apply to all properties including website domain names, subdomains, all social media page/profile names and email addresses associated with your affiliate business.

NO NEW branded domains or profile names are allowed to be registered from 01/11/2018 for ANY brand.

That means you must NOT use the advertisers brand name anywhere within your domain name or other online properties as detailed above.

Existing branded domains, sub-domains and profile names must meet the following criteria:

- Registered before 01/11/2018.
- Affiliates must NOT pretend to be the official advertiser site or be confusingly similar.
- Domains and profile names must contain at least one word in addition to the brand name, which is neither a definite article (the), indefinite article (a/an). The additional word must be with the main domain name, not the subdomain or domain extension. A popular example is the use of the word 'review(s)'
- You must add value to the brand by launching a quality website containing only unique content to help inform the customer.
- You must make it clear that yours is a review site, not an official site, and you cannot pretend to be the brand site or be confusingly similar.
- You must always be fair and factual when it comes to users



Banned domain examples (but not limited to):

- officialCrazyBulk.com
- theCrazyBulk.com
- CrazyBulk1.com
- CrazyBulkz.com
- CrazyBulk-online.com
- CrazyBulk.wordpress.com
- CrazyBulk.weebly.com
- CrazyBulk.website
- CrazyBulk.reviews
- Crazybulk-store.com

Failure to comply with this policy may affect your affiliate account status - either a temporary freeze or termination. While your account is frozen you will be unable to make new sales or receive a payout. Our Compliance Team operate a strike policy for repeat offenders. Any affiliate commission generated whilst breaking these terms may be charged back.

If you are unsure about any aspect of this policy please contact an affiliate mentor or our compliance team, contact details can be found in your affiliate account.

For rules relating to paid traffic and brand usage please view our Paid Traffic Policy [here](#).

