

# OMTAT CORPORATION

## Affiliate Program Policies & Operating Manual

Version 1.0

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## 1. Introduction

Welcome to the **Omtat Corporation Affiliate Partner Program**.

Our affiliate program is designed to reward individuals and businesses for recommending trusted software solutions sold through **OmtatCorporation.com**.

We believe successful partnerships are built on honesty, transparency, professionalism, and mutual success.

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## 2. Mission Statement

To create long-term partnerships that connect customers with genuine software solutions while rewarding affiliates for helping businesses and individuals protect their digital lives.

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## 3. Program Overview

Affiliates earn commissions by referring customers who purchase eligible products linked to their affiliate associate id# on OmtatCorporation.com

Our software catalog includes:

- Antivirus
  - VPN
  - Backup Software
  - Microsoft Products
  - Adobe Products
  - PC Utilities
  - Data Recovery
  - PDF Software
  - Business Security Solutions
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## 4. Affiliate Eligibility

Applicants should demonstrate:

- ✓ Professionalism
- ✓ Ethical marketing practices
- ✓ Compliance with applicable laws

✓ Positive online reputation

Applicants may include:

- Bloggers
  - IT Professionals
  - MSPs
  - Computer Repair Shops
  - Consultants
  - Influencers
  - Businesses
  - Nonprofits
  - Educational Institutions
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## 5. Application Process

### Step 1

Complete the Affiliate Application.

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### Step 2

Provide:

- Name
  - Email
  - Website (if applicable)
  - Social Media Links
  - Marketing Experience
  - Tax Information (when required)
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### Step 3

Applications are reviewed within **2–5 business days**.

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## Step 4

Approved affiliates receive:

- Associate ID# to be applied to referred orders
  - OmtatCorporation.com Links
  - Marketing Toolkit
  - Affiliate Handbook
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## 6. Affiliate Levels

### Standard Partner

Commission:

10%

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### Preferred Partner

Monthly Sales

\$2,500+

Commission

12%

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### Elite Partner

Monthly Sales

\$10,000+

Commission

15%

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## 7. Commission Structure

Commission applies to the product selling price, excluding:

- Sales tax
- Shipping (if applicable)

- Refunds
- Discounts funded by the Company, where specified

Commission is earned only on **Qualified Sales**.

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## **8. Quarterly Performance Bonuses**

N/A

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## **9. Cookie Tracking**

N/A

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## **10. Payment Policies**

Payments issued:

Monthly

Minimum payout:

\$50

Payment Methods:

- Bank Zelle
- Bank Electronic Deposit
- Cash App

Payment processing typically occurs between the 14th and 15th of each month.

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## **11. Approved Marketing Methods**

Affiliates are encouraged to promote products through:

### **Blogs**

Product reviews

Buying guides

Comparison articles

## **YouTube**

Tutorials

Reviews

Installation videos

Comparisons

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## **Facebook**

Educational posts

Videos

Reels

Customer success stories

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## **LinkedIn**

Business security

Cybersecurity education

Software recommendations

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## **Instagram**

Product highlights

Security tips

Short videos

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## **Podcasts**

Technology discussions

Small business security

Software recommendations

## 12. Prohibited Marketing Practices

Affiliates may NOT:

- ✗ Spam
  - ✗ Misrepresent products
  - ✗ Publish fake reviews
  - ✗ Purchase fake traffic
  - ✗ Cookie stuffing
  - ✗ Trademark abuse
  - ✗ False advertising
  - ✗ Fake testimonials
  - ✗ Mislead customers
  - ✗ Use malware
  - ✗ Use bots
  - ✗ Generate fraudulent purchases
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## 13. Brand Guidelines

Always use:

Approved logos

Approved product images

Approved banners

Current pricing

Current promotions

Never:

Alter logos

Modify trademarks

Claim ownership

Represent yourself as an employee

Promise unauthorized discounts

## **14. Social Media Guidelines**

Be honest.

Be professional.

Never attack competitors.

Do not make unsupported claims.

Avoid exaggerated marketing language.

Always disclose affiliate relationships where required.

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## **15. Email Marketing Policy**

Permitted only when:

Recipients have consented to receive emails.

Affiliates comply with applicable anti-spam laws (such as the U.S. CAN-SPAM Act).

Every email includes an unsubscribe mechanism where required.

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## **16. PPC Advertising Policy**

Affiliates MAY bid on:

Generic software keywords.

Examples:

- Antivirus Software
  - Best VPN
  - Data Recovery Software
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Affiliates MAY NOT bid on:

Omtat Corporation

Omtat Corporation Software

OmtatCorporation.com

Any trademark owned by Omtat Corporation without written approval.

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## **17. Coupon Code Policy**

Only Company-issued coupons may be advertised.

Affiliates may NOT create unauthorized discounts.

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## **18. Customer Service Expectations**

Affiliates should:

Answer basic questions.

Refer technical questions to Omtat Corporation.

Never provide software keys.

Never promise refunds.

Never modify Company policies.

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## **19. Refund Policy**

Refunded orders:

Commission removed.

Chargebacks:

Commission reversed.

Fraud:

Commission forfeited.

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## **20. Fraud Prevention**

Omtat Corporation monitors:

Duplicate purchases

Fake accounts

Bot traffic

Self-purchases intended to generate commissions

Commission fraud

Fraud results in immediate removal from the program.

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## **21. Program Violations**

Violations may result in:

Warning

Temporary suspension

Permanent termination

Loss of unpaid commissions

Legal action where appropriate

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## **22. Affiliate Resources**

Every Affiliate receives:

Marketing Guide

Banner Ads

Product Images

Logos

Weekly Promotions

Email Templates

Social Media Posts

Comparison Charts

Training Videos

Product Descriptions

FAQ Library

Dedicated Support

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## **23. Frequently Asked Questions**

**Is there a fee?**

No.

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**When do I get paid?**

Monthly.

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**Is there a minimum payout?**

Yes.

\$50

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**Can I promote every product?**

Yes.

Unless otherwise noted.

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**Can businesses join?**

Absolutely.

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**Do commissions expire?**

No, as long as your account remains active and in good standing.

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**Can commissions change?**

Yes. Omtat Corporation reserves the right to adjust commission rates, promotional incentives, or bonus structures with reasonable advance notice.

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**24. Contact Information**

**Affiliate Support Team**

**Omtat Corporation**

 Website: [OmtatCorporation.com](https://OmtatCorporation.com)

 Affiliate Support: (*Admin@omtatcorporation.com*)

 Customer Support: (*954-314-8533*)

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## **Appendix A – Affiliate Code of Ethics**

As an Omtat Corporation Affiliate Partner, I pledge to:

- Conduct business honestly and professionally.
  - Recommend only products that I believe provide value.
  - Treat customers with courtesy and respect.
  - Represent Omtat Corporation accurately.
  - Follow all applicable laws, regulations, and platform policies.
  - Protect the reputation and integrity of the Omtat Corporation brand.
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## **Appendix B – Affiliate Success Tips**

The most successful affiliates don't just share links—they educate their audience. Consider these proven strategies:

- Publish software comparison articles (e.g., "Bitdefender vs. ESET").
- Create installation tutorials and product walkthrough videos.
- Share cybersecurity tips and best practices on social media.
- Build an email newsletter with security advice and special offers.
- Target niche audiences such as small businesses, remote workers, educators, or seniors.
- Recommend complementary products (e.g., antivirus + VPN + backup software) to increase order value.