

Round4Pound Ltd

Affiliate Terms & Conditions

Interrogation-Ready Contractual Version

1. Relationship

The Affiliate acts solely as an independent marketing introducer.

Nothing in this Agreement creates a partnership, agency, employment or joint venture relationship.

Round4Pound Ltd ("R4P") retains full regulatory responsibility under the Gambling Act 2005 and the Licence Conditions and Codes of Practice (LCCP).

2. Eligibility & Onboarding

Affiliate must:

- Be 18 years or older.
- Provide full legal name and contact details.
- Disclose all domains, social media channels and advertising accounts used.
- Sign this Agreement prior to promotion.

R4P may refuse or terminate an application at its sole discretion.

3. Commission Structure

Affiliate shall receive 3% of settled stakes (equivalent to 10% of R4P's net rake, where the rake is 30% of settled stakes), unless otherwise varied in writing.

No commission is payable on:

- Voided entries
- Bonus-funded entries
- Fraudulent or prohibited activity
- Self-excluded customers

R4P reserves the right to amend commission structures with 30 days' notice.

4. Marketing Approval

All promotional materials must receive prior written approval before publication.

This includes:

- Social media posts
- Website banners
- Paid advertising

- Email campaigns
- Video content

Material alterations require re-approval.

R4P may demand removal of any content at its sole discretion and the Affiliate must comply immediately.

5. Prohibited Conduct

Affiliate must not:

- Target or appeal to individuals under 18.
- Use “risk free”, “guaranteed”, or misleading urgency claims.
- Present gambling as a financial solution.
- Misrepresent prize structures, rake, or mechanics.
- Conduct paid search brand bidding without written consent.
- Operate sub-affiliate networks without written approval.
- Use unauthorised bonus or inducement language.
- Send unsolicited spam communications.

Serious breaches result in immediate suspension or termination.

6. Monitoring & Audit Rights

R4P may:

- Monitor Affiliate activity at any time.
- Conduct compliance checks and request screenshots.
- Require evidence of paid advertising placements.
- Perform mystery shopping checks where proportionate.

Affiliate must cooperate fully and provide requested information within 48 hours.

7. Suspension & Termination

R4P may suspend tracking links immediately where breach is suspected.

R4P may terminate this Agreement:

- Immediately for serious regulatory breach.
- Immediately for under-18 targeting.
- Immediately for misleading marketing.
- On 7 days' notice for any other reason.

Termination does not affect R4P's right to withhold unpaid commission.

8. Commission Withholding & Clawback

R4P may withhold or claw back commission where:

- Traffic is found to breach regulations.
- Customers are acquired through misleading promotion.
- Fraudulent activity is detected.
- Regulatory risk is identified.

Decisions are at R4P's reasonable discretion and documented.

9. Indemnity

Affiliate agrees to indemnify and hold harmless R4P against any claims, losses, regulatory fines, or damages arising from:

- Breach of this Agreement.
- Misleading or unlawful marketing.
- Failure to comply with UK gambling advertising standards.

10. Regulatory Cooperation

Affiliate must cooperate with any regulatory inquiry relating to its promotional activity.

R4P may disclose relevant Affiliate information to regulators where required by law.

11. Confidentiality

Affiliate must not disclose confidential commercial information, tracking data, or commission structures beyond what is publicly approved.

12. Data Protection

Affiliate must comply with UK GDPR where collecting or processing personal data in connection with R4P promotions. R4P's Data Protection Officer is Jessica Katherine Newton (dpo@round4pound.co.uk).

13. Survival

Clauses relating to indemnity, clawback, confidentiality, and regulatory cooperation survive termination.

14. Governing Law

This Agreement is governed by the laws of England and Wales.

Disputes are subject to the exclusive jurisdiction of the English courts.

Document Approval

Approved by: Andrew Newton, Sole Director & MLRO, Round4Pound Ltd

Deputy Compliance Officer: Jessica Katherine Newton

Date of Approval: 17 June 2026

Next Scheduled Review: 17 June 2027