Affiliate Program Guidelines

The purpose of these guidelines is to assist you in effectively promoting CAKE.com's products while ensuring compliance with relevant regulations. Adhering to these standards is essential for your success in our affiliate program.

Signing Up

Registration Process: To join the CAKE.com Affiliate Program, follow these steps:

1. Visit the CAKE.com affiliate page to access the sign-up form.
2. Complete the registration form with your personal and business information.
3. Agree to the terms and conditions outlined in the Affiliate Agreement.
4. Submit your application for review.

Acceptance: Once CAKE.com reviews and accepts your registration, you will officially become a participant in the affiliate program. You will receive a "Welcome" email confirming your acceptance. Please take the time to read the Affiliate Agreement and CAKE.com's Brand Guidelines before you begin promoting our products.

Promotion Practices

Using Your Affiliate Link: Always use your unique affiliate links in promotional activities. Your links will be automatically generated with your unique identifier and accessible from your affiliate dashboard. Make sure your link is not altered, cloaked, or misused in any way that could mislead customers.

Content Creation: Create honest and accurate content regarding CAKE.com's products. Avoid making false claims and adhere to advertising standards. Refer to our Content Marketing Policy for additional guidance.

Social Media Compliance: When promoting CAKE.com's products on social media, strictly follow the platform's rules. Refer to CAKE.com's Brand Guidelines and Social Media Marketing Policy to maintain brand consistency. Always disclose your affiliate relationship in your posts.

Email Marketing: Obtain consent before sending marketing emails and include a clear opt-out option. Ensure compliance with email marketing laws, such as the CAN-SPAM Act, and adhere to CAKE.com's Email Marketing Policy.

Content Control: Maintain control over your content when promoting CAKE.com's products. Ensure that your messaging is factual and aligns with both your values and CAKE.com's brand standards.

Earnings and Payments

Commission Structure: You will earn a 30% commission on sales made through your affiliate link, recurring for up to 12 months for monthly plans. Be transparent about your earnings and comply with financial regulations applicable in your country.

Payout Method: Payments are made exclusively via bank transfer; therefore, it is crucial to provide accurate bank information for seamless payouts.

Tax Regulations: Payments will be issued from two entities based on your residence. If registered, please submit all necessary tax documents, such as W8, W9, and W8 BEN-E Forms.

Payment Details: To avoid chargebacks, the first payments will be made 62 days after the end of the month in which transactions occur, with a minimum payout threshold of $100.

Prohibited Practices

Avoid Misleading Practices: Do not engage in false advertising, spam, or deceptive tactics such as cookie stuffing. Adhere to all laws against false advertising.

Search Engine Advertising: Comply with CAKE.com's PPC Policy. Do not use CAKE.com's branded keywords or trademarks in PPC campaigns, and ensure compliance with intellectual property laws.

Tracking and Links

Accurate Tracking: Use your affiliate link correctly to track sales. Do not alter or disguise your link, and ensure compliance with tracking and data protection regulations.

Refunds and Adjustments

Handling Refunds: In case of a refund, commissions will be adjusted accordingly. Please refer to our Refund Policy to understand how this affects your earnings.

Termination

Grounds for Termination: Your affiliate status may be terminated for violating these guidelines, or engaging in fraudulent activities. Familiarize yourself with the reasons for termination and ensure compliance with CAKE.com's Affiliate Agreement.

Intellectual Property

Using Trademarks: Use CAKE.com's trademarks and promotional materials in accordance with the CAKE.com's Brand Guidelines.

Staying Updated

Regular Reviews: We will notify you of any changes to the Affiliate Program Legal Agreement and Brand Guidelines, so please be prepared to review them periodically.

If you have any questions or need clarification on any part of this document, please contact us at affiliate@cake.com.

cake.com