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Email Marketing Policy

1. Purpose

This Email Marketing Policy outlines the guidelines and requirements for affiliates engaging in email marketing on behalf of CAKE.com. It ensures compliance with relevant laws and upholds the integrity of CAKE.com's brand.

2. Compliance with Laws

Affiliates must adhere to all relevant laws, including advertising standards and data protection regulations like GDPR and CCPA. Following these requirements promotes ethical marketing and protects consumer rights.

3. Consent and Opt-Out

Consent: Affiliates are required to obtain explicit consent from recipients before sending promotional emails. This consent must be verifiable and include a clear option for recipients to agree to receive marketing communications.

Opt-Out: Every email sent must feature a clear and prominent opt-out mechanism, allowing recipients to easily unsubscribe from future emails. Opt-out requests should be processed without delay.

4. Accuracy and Disclosure Accuracy

It is essential that all content you produce is accurate, truthful, and not misleading in any way. Providing clear and honest information builds trust with your audience and reflects positively on both you and CAKE.com. If you have any doubts about your content, please contact the Affiliate Manager and submit your draft for review.

Disclosure: Always clearly identify yourself as an affiliate and disclose any sponsorships or affiliate links. This not only complies with legal requirements but also fosters trust with your audience by ensuring they understand the nature of your relationship with CAKE.com.

5. Brand Alignment

To maintain a consistent brand identity, it is crucial to follow [CAKE.com's Brand Guidelines](#) when using logos, messaging, and any related materials. These guidelines outline how to accurately represent our brand in your affiliate marketing efforts. If you need to make any

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alterations or deviations from the established guidelines, please obtain prior approval. This process ensures that all content aligns with our brand values and standards, helping to strengthen our overall brand presence.

6. List Management

Affiliates must use reputable email list management services to ensure their email lists are clean and compliant with regulations. Purchased or rented lists are not allowed, as they can lead to high bounce rates and legal issues. Building an organic list through genuine consent and engagement is essential for maintaining subscriber trust and improving campaign performance.

7. Reporting

Regularly monitor email marketing performance to assess its effectiveness and engagement levels. Promptly report any issues that arise, including technical problems, negative feedback from users, or concerns about compliance with guidelines. Timely reporting helps us address challenges quickly and ensures that our affiliate efforts remain aligned with our goals.

8. Data Protection

When handling personal data, affiliates must comply with relevant privacy laws. This includes obtaining consent from individuals before using their data and implementing measures to ensure its security. Following these practices not only protects consumers' privacy but also helps maintain trust and avoid legal issues.

7. Guideline Updates

We may update these guidelines periodically to reflect changes in best practices, legal requirements, or our business objectives. Whenever updates are made, we will notify all affiliates to ensure you are aware of any modifications. Continued participation in the affiliate program signifies your acceptance of these changes, so please take the time to review the guidelines regularly to remain compliant and informed.

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