



*Panic Away*

**AFFILIATE  
PROGRAM**

<b>Table of Contents</b>	<b>Page</b>
Introduction	3
Registering for Clickbank	4
Using blog to promote Panic Away	9
Using a website to promote Panic Away	10
Using the Panic Away Affiliate website	13
Affiliate website section on PanicAway.com	14
Other useful links	14
Terms and Conditions	16

Introduction

Hi

I'm Barry McDonagh want to welcome you to one of the most exciting affiliate programs on Clickbank.com

### **What's so exciting?**

Panic Away is proving to be one of the internet's most successful online course for treating panic disorder today. Not alone will you be helping numerous people achieve a life free from anxiety but you will also be joining an affiliate scheme that is earning our top affiliates excellent monthly income.

Have a browse through our testimonial page, which is 100% legitimate, and see the potential change you can make by referring people to Panic Away. This is truly one product you can be really proud to promote whole heartedly. I have been very moved over the years by how much this course changes peoples lives and I'd like you to join with me in that effort.

### **So how much can you generate from Panic Away?**

I am not going to give you the figures of my top affiliates as that is not fair to them, but suffice to say that with a little effort on your part you could have a generous monthly income on this one affiliate product alone!

Panic Away has all the ingredients of a quality product which converts well and pays a high return for your efforts. What I am saying (as subtly as I can) is that investing your time with Panic Away can easily bring you more return than taking on 4 or 5 other affiliate products. That is especially true in uncertain economic times. As Panic Away is not a 'luxury' item it will continue to go from strength to strength as spending patterns change.

You earn \$43 for the sale of the digital product or You earn \$48 for the sale of the physical pack

### **(yes we are one of the few merchants allowed to sell physical packs through clickbank.com)**

This affiliate training area has been updated so use the opportunity to take advantage of it and quickly become a super affiliate of the course. If you have affiliate marketing experience you know very well that choosing the right product is half the battle to making a full time living online. By working with our program that is what will become possible for you. If you put in the ground work now the reward will be stable and long lasting, Panic Away is going from strength to strength and 2013 will be our big push so get on board now.

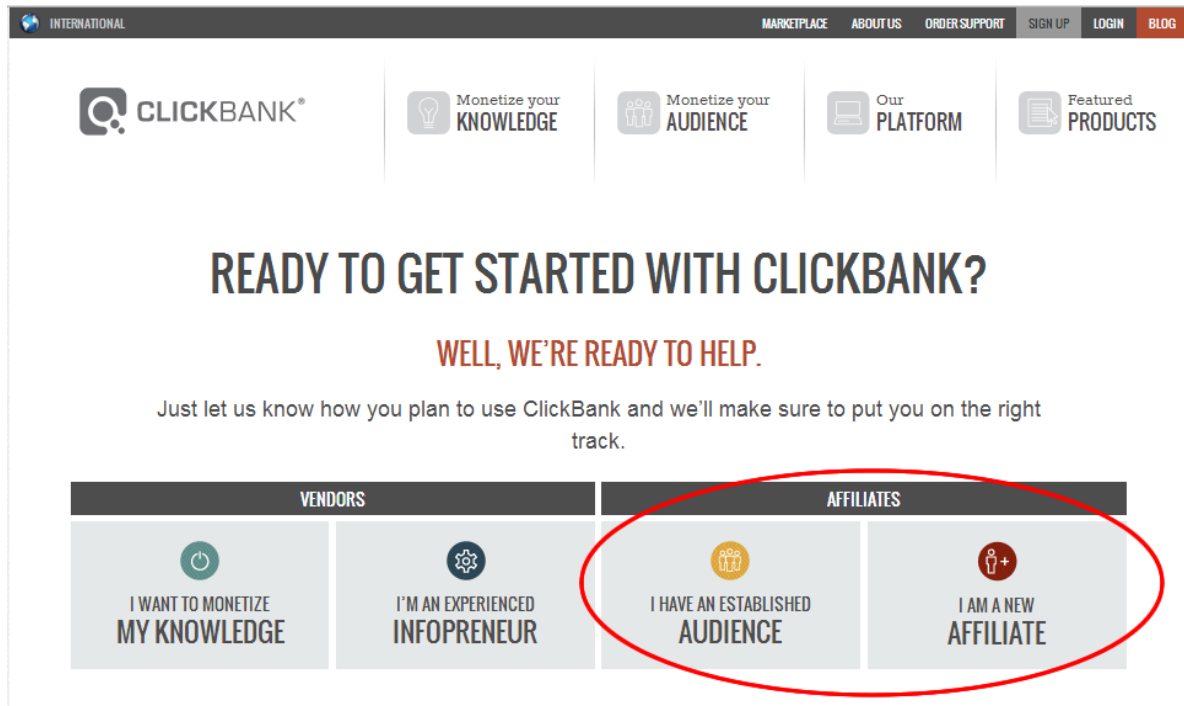
In the end, your time is precious so invest it promoting a product that will generate a stable monthly income for years to come regardless of what the economy is doing.

You will find all you need in the links below to get you started. I am here to support you 100% as when you do well online we all do. By us all I mean YOU , ME and THE PEOPLE that benefit from the course. It is a true win-win-win!

# Registering for Clickbank

One of the first steps you must do is to create an account at Clickbank.

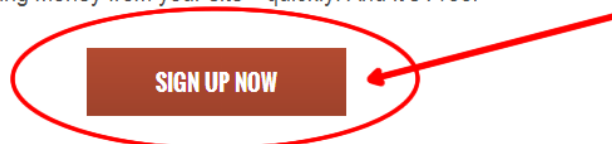
The signup address is <http://www.clickbank.com/signup/>



Click either the I HAVE AN ESTABLISHED AUDIENCE or I AM A NEW AFFILIATE both will bring you to a page with information about Clickbank and at the end of the page you will see a sign up button. Like the image below

## READY TO GET STARTED?

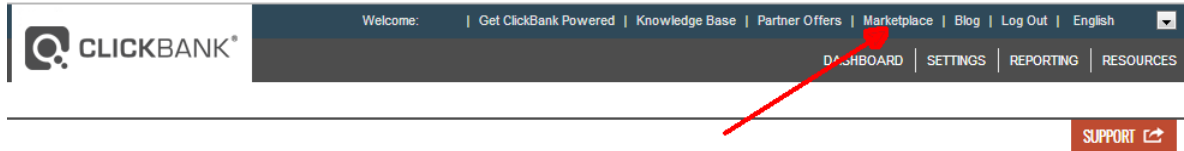
If you've already got an established audience, then you're ready to go! ClickBank for Affiliates lets you start earning money from your site—quickly. And it's *Free!*



That's it your'e signed up!

Now to get those get hoplinks!

First you must enter the marketplace by clicking the marketplace button.



Then you will be taken to the main market place page, the quickest way to get the hoplinks is to enter in Panic Away in the search box.



That's great,

Now you will get a list of products but the only one you need is the "Panic Away Program"

Firstly you should add the Click bank link to your favourites as this will make it easier for you to find them in the future.

Now lets click **PROMOTE** button. This is where you will be able get your links to place on your site that will direct your visitors to the landing page that will explain to them all the details of the panic away program.

In this pop out page, make sure the User Name is correct and then name what you want to call your promotion. It is important to do this as then you can track your promotion.

Once “Create” is clicked, you will then be given the links to use on your website

Affiliate Program: HopLink for 'PANICAWAY' - Google Chrome

https://ekriuu.accounts.clickbank.com/info/jmap.htm?affiliate=ekriuu&promocode=mywebsite&source=&submit=Create&ve

### Affiliate Program: HopLink for 'PANICAWAY'

ClickBank pays you 70.0% when you sell PANICAWAY's product. To refer a customer send them to this domain name:

<http://612bd8yiw-p0pd9ibq4iuoxfz.hop.clickbank.net/?tid=MYWEBSITE>


Copy the following HopLink HTML code and add it to your web page:

```
<a href="http://612bd8yiw-p0pd9ibq4iuoxfz.hop.clickbank.net/?tid=MYWEBSITE" target="_top">Click Here
```

**WARNING:** Due to the possibility of transcription errors, we recommend copying the HopLink from this page instead of typing it manually. To copy the HopLink, click on the text of the HopLink and either right click and select copy or hit Ctrl-C.

This HopLink has been encrypted by HopLink Shield. It represents an encrypted version of the traditional HopLink format of <http://affiliate.vendor.hop.clickbank.net>.

English



What is this?







Small

SAVE

CLOSE WINDOW

Use other Languages! Panic Away is used in other languages, improve your chances of making a sale by Spanish speakers 416 million people and 90 million German speakers.

Below are the Panic Away Hoplinks section for the Spanish and German websites.

<p><b>Panic Away - End Anxiety &amp; Panic Attacks. Well-being And Self Help</b>            Already Over \$500,000 Paid Out To CB Affiliates For This Anxiety Treatment Program.            Very High Commission Rate: 70% On Digital Product! For More Information, Please Visit  <a href="http://Panicaway.com/affiliates">Panicaway.com/affiliates</a></p>	<p>Avg \$/sale  <b>\$42.73</b></p>
<p><b>English</b></p>	
<p><b>PROMOTE</b></p>	
<p>  <a href="#">Remove From Favorites</a></p>	
<p><a href="#">Vendor Spotlight</a></p>	
<p><b>Stats:</b> Initial \$/sale: <b>\$35.09</b>   Avg %/sale: <b>59.0%</b>   Avg Rebill Total: <b>\$37.57</b>   Avg %/rebill: <b>68.0%</b>   Grav: <b>67.88</b>            Cat: <b>Self-Help : Stress Management</b></p>	
<p><b>My Stats:</b> Hops Generated:   Earnings Per Hop:   Refund Rate: <b>0.00%</b>   Chargeback Rate: <b>0.00%</b>              Initial Sales:   Rebill Sales:   Upsells: <b>\$0.00</b></p>	
<p></p>	
<p><b>Panico Afuera</b>            This Is The Spanish Version Of The Highly Successful Anxiety Treatment Program Panic            Away. Great Opportunity To Promote This For Any Affiliate With Fluency In Spanish</p>	<p>Avg \$/sale  <b>\$43.20</b></p>
<p><b>Spanish</b></p>	
<p><b>PROMOTE</b></p>	
<p>  <a href="#">Remove From Favorites</a></p>	
<p><b>Stats:</b> Initial \$/sale: <b>\$43.20</b>   Avg %/sale: <b>70.0%</b>   Grav: <b>1.86</b>            Cat: <b>Self-Help : Stress Management</b></p>	
<p><b>My Stats:</b> No data found for this vendor in the selected time period.</p>	
<p></p>	
<p><b>Weg Mit Der Panik</b>            German Version Of 'panic Away'. Very High Conversion Rate For The German Version            Of The Top Selling CB Product. Huge Opportunities For Sales In This Niche German            Market.</p>	<p>Avg \$/sale  <b>\$40.60</b></p>
<p><b>German</b></p>	
<p><b>PROMOTE</b></p>	
<p>  <a href="#">Remove From Favorites</a></p>	
<p><b>Stats:</b> Initial \$/sale: <b>\$40.60</b>   Avg %/sale: <b>70.0%</b>   Grav: <b>4.84</b>            Cat: <b>Self-Help : Stress Management</b></p>	
<p><b>My Stats:</b> No data found for this vendor in the selected time period.</p>	
<p></p>	
<p><b>Holothink</b>            High Conversion Rate, Ultra-low Refunds And Low Competition Make Holothink A Big            Winner For You. Free Affiliate Training - <a href="http://holothink.com/affiliates.php">http://holothink.com/affiliates.php</a> Holosync            Meditation Stress Relief Binaural Brainwave Quantum Power Panic Away Mind Evolution</p>	<p>Avg \$/sale  <b>\$18.58</b></p>
<p><b>PROMOTE</b></p>	



# Using Your Blog to Promote “Panic Away”

Check out the tips below to learn the best ways you can get the word out about your blog.

- Connect your blog to Google+. Switch your blogger profile to Google+ to take advantage of automatic sharing, the Google+ blogging community, and upcoming features designed to help you build a following. Learn more about what it means to switch your Blogger profile to Google+.
- Write quality content and do it well. No one wants to stumble over bad writing and terrible grammar.
- Keep search engines in mind. Take advantage of Blogger’s Search Preferences features to make sure it easier for those seeking your content.
- Enable Email This Post. If you use Email This Post on your blog, people will be able to forward your posts to friends. This might not have an immediate impact on your site stats, but it enables others to publicize your blog for you.
- Turn on your site feed. When people subscribe to your site feed in their newsreaders, they are more likely to read your posts.
- Add your blog to Blogger's listings. When you add your blog to our listings, it shows up in Nextblog, Recently Updated, and other places. It is like opting-in to traffic.
- Publish regular updates. The more you blog, the more traffic you'll get.
- Think of your audience. A good way to build an audience is to speak to one in particular. When you keep your audience in mind, your writing gains focus. Focus goes a long way toward repeat visitors.
- Put your blog URL in your email signature. Think of how many forwarded emails you've seen in your day, and just imagine the possibilities.
- Submit your address to blog search sites and directories.
- Be an active commenter. If you come across a blog you like, why not leave a comment? This way, others who read and are interested in your comment and click back to your profile and check out your blogs.
- Set your blog to Send Pings. When this setting is activated, your blog will be included in various "recently updated" lists on the web as well as other blog-related services.

# Using a Website to Promote “Panic Away”

## **Create new and original content**

By far the most significant first step any site can do is create new and original content. Search engines use web robots (spider/crawler) designed to search a website and grab keywords and text from the website to be listed on their search engine. If your site does not have a lot of content, your chances of being found are significantly decreased. For example, if your web page has ten pages and your competitor has 100 pages, it is a lot more likely that your competitor's website will be found first.

## **Update content frequently**

Update and add new content frequently. If your site contains frequently updated content, visitors have yet another reason to return and bookmark your site and search engine crawlers will visit your site more often. We recommend creating at least 2-3 pages of new content weekly or even better a new page every day. Sites that have not been updated in over a month are considered abandoned pages by most visitors.

Scripts and other tools can also post new content as it happens, hourly, or daily. For example, the Computer Hope home page has a computer related history event posted daily, monthly computer tips, daily computer word, and new forum posts and pages posted as they occur. This gives visitors another reason to visit again.

## **“Add content even if your site only sells products”**

Most users do not visit a website only to purchase a product. If your site is trying to sell something it should have complete information about the products such as how to setup the product, how it can be used, reviews, and comments from other users about your products. Not only will this bring more visitors to your web page, it is also likely they will convert into visitors that buy what is being sold.

User generated content such as product reviews are also a must for any site that sells products. Most people expect at least a general review of a product and good reviews from many users can often talk the visitor into purchasing the product.

## **Format the content**

Bounce rate format your pages content in an easy to read and scan format. This can be done by creating easy to read, short, and catchy headings as shown on this page. Doing this will make your web page more enjoyable to read and help reduce your pages bounce rate. For the heading of each page, we also suggest surrounding it with the HTML `<h1></h1>` tags. The heading tags help match keywords and can improve your search engine rankings.

### **The importance of the first paragraph**

The first paragraph of text is the most important paragraph on the page. Search engine's pay close attention to the first paragraph and the first paragraph is what is going to catch the readers eyes. Placing important keywords into this paragraph and making sure it is well written can help improve your rank and will decrease your bounce rate.

### **Make sure each page has enough content**

Individual web pages that only contain only a few dozen words do not help your page or your visitors. Make sure that at least every page has 200 words.

### **Add a catchy picture**

People are visual creatures, adding one or more pictures that help grab the visitor's eyes, build interest, and make sure they don't leave the site immediately. When adding a picture also make sure to add an ALT tag to the image that describes the picture and has keywords that a search engine is also going to notice.

### **Free**

Most people on the Internet expect information to be free. If your site contains free information, be sure to mention it, for example, "free computer help" is much more catchy than "computer help". Do not abuse the word free though, visitors who follow a link with the impression it is free and find the page is not free, requires registration, or has some other scheme will immediately leave the page. Tricking a user may get them to visit a page or link but anyone who feels tricked is going to immediately leave and never return.

### **Domain, titles, and URL**

If you plan on doing anything with your web page, a domain name is a must. When registering a domain name make sure the name is a short, simple, and easy to spell and remember. For example, computerhope is a much easier name to remember and type than computerhopesfreetechnicalhelp. Many of the common domain names have already been taken, so try to think of as many names as possible. Doing a whois lookup is an easy way to determine what domains are available, the GoDaddy whois is an example of such a lookup.

### **Page title**

Most search engines use the title of your web page when displaying your site in their search results. Therefore, it is always a smart idea to put keywords into the title of each of your pages. However, keep the title short (at most 5 or 6 words), use words that a potential visitor may be searching for, and make the title understandable. For example, this pages title is "Secrets and tips of promoting your web page and blog", this title is not only descriptive but also uses keywords: secrets, web page and promoting.

### **URL Keywords**

Add keywords into your URL by adding subdirectories that are your keywords. For example, the Computer Hope CD-ROM help section is: <http://www.computerhope.com/help/cdrom.htm>. As you can see, this URL has three keywords: computer, help and cdrom. Use this to your advantage, search engines today convert your URL to text and use it as a method of indexing your web page.

Notice: Do not get carried away with using keywords in your URL. Having a short URL is also a good method of making sure your link is shared. There is nothing worse than trying to send someone a link to a web page in an e-mail or chat only to find the link is four-lines long.

Tip: When linking to your webpage or folder on your web page make sure to end the URL with a slash. For example, <http://www.computerhope.com> and <http://www.computerhope.com/> both point to the same address. However, the link without the slash will cause the server to redirect the request, which will slightly decrease the load time and may decrease your page rank. Keep in mind this is only done for directories and not for files, in the above example that pointed to the cdrom.htm file, it should not end with a slash. Finally, keep it consistent, don't have both versions of the same link on the same web page.

### **Navigation and layout**

A visitor will leave immediately if they are unable to navigate your website. Studies have shown the typical view time when first visiting a page is two to four seconds, visitors who do not immediately understand how to navigate the site or see what they want will almost immediately leave. Internet users know that if your page does not have what they are trying to find there is plenty of others that will.

### **Link to all sub pages from the main page**

Your main page should link to all of your sub pages; if this is not possible, it should at least link to your main sections. When designing your website, make sure visitors can find what they are looking for within a few clicks. This can be accomplished by making lists of sub pages or categories, adding your own search engine, or making a site map.

### **Sub pages should link back to main page**

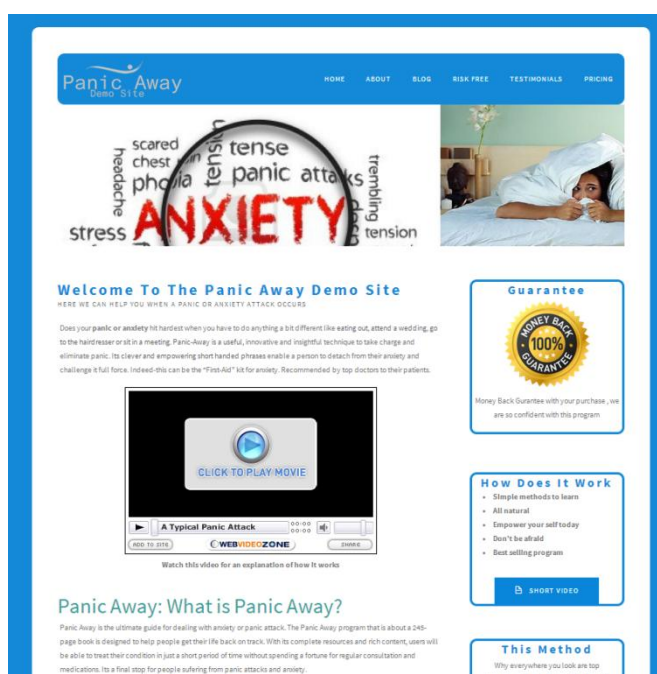
All your sub pages should link back to your home page or other main sections of your main page. Many of your visitors will not visit your page through the home page, make it easy for visitors to go there from all sub pages. For example, a company logo or name should link to the main page, a navigation bar it should have a link that says "home", and the bottom of the page should also link to the home page for visitors looking for more information.

Keep it simple, clean, and fast.

# Using the “Panic Away” Affiliate Website

Starting selling has never been as simple and the benefits are many. You can now simply download the html codes for various banners and logos and add them to their own web pages, or you can download one of several free turnkey templates, each of which includes all that is necessary for building a successful operation:

What's more, there are no start-up fees, the risk involved in opening a ready made affiliate website with PanicAway.com is almost nil. "Besides which, running a website packed with SEO to get people to your site it is also low-maintenance work. The benefits go way beyond establishing a steady cash flow. Users have the opportunity to get a successful start in the challenging world of internet marketing."



- Customise Your Own Logo
- Online in 5 Minutes
- Optimised for SEO
- XML Sitemap Included
- Add Extra Content
- Change Colors
- Over 20 Pages
- Use on parked Domains
- Support Forum for help
- Get Ranked Quickly

This download is available on the Affiliates section of the [www.PanicAway.com](http://www.PanicAway.com) website.

# Affiliate Website Section

We have introduced a new Affiliate section on the website that will give unprecedented level of support to get you up and running as quickly as possible.

Get the Affiliate starter pack that includes,

- Content articles that can populate your website as quickly as possible
- Attractive banner and graphics that you can add your hoplinks to that will direct visitors to the landing page that has an explanation video of the Panic Away Program
- Images that contain natural pictures for a blog site
- A copy of the affiliate website
- Search engine optimization starter e-book available here (Published by Google)  
[https://static.googleusercontent.com/external\\_content/untrusted\\_dlcp/www.google.com/en/webmasters/docs/search-engine-optimization-starter-guide.pdf](https://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en/webmasters/docs/search-engine-optimization-starter-guide.pdf)
- This booklet

There is now a support forum where you can show off your current site or talk to like minded affiliates and discover new ways of turning leads into sales.

## Other Useful Links

<http://googlewebmastercentral.blogspot.ie>

*"If your site is rather new and still unknown, a good way marketing technique is to get involved in the community around your topic. Interact and contribute on forums and blogs. Just keep in mind to contribute in a positive way, rather than spamming or soliciting for your site. Just building a reputation can drive people to your site. And they will keep on visiting it and linking to it. If you offer long-lasting, unique and compelling content -- something that lets your expertise shine -- people will want to recommend it to others. Great content can serve this purpose as much as providing useful tools."*

-Google Master Central

<http://www.wordtracker.com/>

<http://www.bing.com/toolbox/>

<http://w.google.com/webmasters/tools/>

# Terms and Conditions (The serious stuff)

Below are the Terms of Service (TOS) for the Panic Away Affiliate Program. Please read these carefully before joining our program. We also recommend printing out a copy of our TOS for future reference. Any future changes to these Terms of Service will be published here. Our TOS are intentionally written with as little legal jargon as possible to assist affiliates in understanding and remaining in compliance with our Affiliate Program. If you have any questions regarding acceptable marketing of our program, please contact us at [Affiliates@PanicAway.com](mailto:Affiliates@PanicAway.com) prior to engaging in the campaign or marketing strategy.

By submitting an application to join our program, you are agreeing to the Panic Away Terms of Service. It is each Affiliate's responsibility to ensure compliance at all times and each affiliate is solely responsible for the actions of employees, agents or contractors acting on that affiliate's behalf.

Definitions, as used in the below terms of service:

"We", "us", "our" or "merchant" refers to Panic Away.

"You", "your", "Affiliate" or "Publisher" refers to the applicant.

"Our website" refers to the Panic Away web properties located at any related Panic Away landing pages including but not limited to [PanicAway.com](http://PanicAway.com) and [Panic-Away.com](http://Panic-Away.com). "Your website" refers to any websites that you will link to our website;

"Program" refers to the Panic Away Affiliate Program.

"Network" refers to the Affiliate Network you are promoting Panic Away products through.

## Enrolment

Our Program operates on the ShareASale and ClickBank Affiliate Networks. You must be an approved Affiliate and in good standing on the Networks to apply to and participate in our Program.

Upon receiving your application, we will review your website and notify you of your acceptance or rejection into our program. Please allow up to 72 hours for the review of your application. We reserve the right to reject any application; however, we encourage you to contact us if you feel we have made an incorrect decision. Providing as much information regarding your marketing intentions of our program will assist us in making an appropriate decision regarding your participation in our Program.

- You must provide current and valid contact information via your Network account, so that you can be notified expediently regarding important program information related to terms and policy changes.
- In addition, you hereby consent us:
- To send you emails regarding the program;
- To monitor, record, use, and disclose information about your site and visitors to your site that we obtain in connection with your display of our links (i.e., that a particular Panic Away customer clicked through our link from your site before buying a product on the Panic Away site;
- To monitor, crawl, and otherwise investigating your site to verify compliance with this terms of service agreement.

## Website Responsibility and Content

Your participating website(s) may not:

- Contain any content that is unlawful, violent, harmful, threatening, harassing, defamatory, obscene, discriminatory, harmful to minors, contains nudity, pornography or sexually explicit materials or is otherwise objectionable.
- Infringe on our or any other person's or entities intellectual property, copyright, privacy or other rights.
- Violate any laws, rules or regulations within the United States or Canada.
- Contain any viruses, trojan horses, worms, time bombs, bots, or other computer programming routines that are considered malware, spyware or "parasitic" by nature.
- If your web site utilizes user-generated content (examples including but not limited to: forum posts, blog or article comments, user reviews), the affiliate remains responsible for ensuring that they are in compliance with our TOS.
- You will be solely responsible for your site, including its development, operation, maintenance and all materials that appear on or within it.
- You will be solely responsible for:

## **Technical Operation of Your Site and All Related Equipment;**

- Displaying our links and program on your site in compliance with this terms of service agreement and any agreement between you and any other person or entity (including any restrictions or requirements placed on you by any person or entity that hosts your site).
- Creating, posting and ensuring the accuracy, completeness, and appropriateness of materials posted on your site (including all product descriptions and other product-related materials and any information you include within or associate with special links).
- Using the program, your site and the materials on or within your site in a manner that does not infringe, violate, or misappropriate any of our rights or those of any other person or entity (including copyrights, trademarks, privacy, publicity or other intellectual property or proprietary rights);
- Disclosing on your site accurately and adequately, either through a privacy policy or otherwise, how you collect, use, store, and disclose data collected from visitors including, where applicable, that third parties (including us and other advertisers) may serve content and advertisements, collect information directly from visitors, and place or recognize cookies on visitors' browsers; and
- Any use that you make of the program and the Panic Away marks, whether or not permitted under this terms of service agreement.
- We strongly recommend you include a disclaimer that the Panic Away program was not created by medical or physiological professionals and results may vary according to each user.
- We will have no liability for these matters or for any of your end users' claims relating to these matters, and you agree to defend, indemnify, and hold us, our licensors, and our and their respective employees, officers, directors, and representatives, harmless from and against all claims, damages, losses, liabilities, costs, and expenses (including attorneys' fees) relating to (a) your site or any materials that appear on your site, including the combination of your site or those materials with other applications or processes; (b) the use, development, design, manufacture, production, advertising, promotion, or marketing of your site or any materials that appear on or within your site, and all other matters described in this section; (c) your use our Program, whether or not such use is authorized by or violates this Terms Of Service agreement or violates applicable law; (d) your violation of any term or condition of this Terms Of Service agreement; or (e) your or your employees' negligence or wilful misconduct.

## **Click Generation of the Affiliate Tracking Link**

- These terms for invoking your affiliate tracking link apply to all forms of promotion which may be utilized by the affiliate. These forms of promotion include, but are not limited to: website, email marketing, social media promotion, video, and various software technologies.
- You must only use promotional content provided through the network or through given third party services
- Any activation of your affiliate tracking link must be immediately preceded by an actual physical click by a real person. No type of automated "clicking", by any technique, of your affiliate link is allowed in our program.
- All incidents of a click of your affiliate tracking link must lead to the end user being able to view our web site in a functional manner.
- You may not use misleading, confusing or fraudulent means in order to elicit a physical click by the end user on your affiliate tracking link.
- You may not elicit a click of your affiliate tracking link in order for the consumer to only view our promotional creative's provided through the network (includes but is not limited to "view to see coupon", "view for price comparison", and automatically opening our web site in a browser window when the end user navigates to a content page on your site).
- The consumer should have a reasonable expectation of arriving to our web site when clicking on your affiliate link.
- You may not frame your affiliate link to our web site unless you have received prior written permission.
- Click generation of the affiliate tracking link
- Unless there is a prior written agreement, you must adhere to the following terms if promoting our program through PPC search marketing:
  - You may not direct link sponsored ads to our web site. Your landing URL in sponsored links must go to a landing page on your own web site. You may not use server-side redirects to achieve the same end result as direct linking to our web site in your sponsored ads.
  - You may not bid on the following trademarks, including any variations or misspellings including: Panic Away, panicaway.com, www.panicaway.com
  - It is your responsibility to exclude our trademark terms from your campaigns, even if you automate your PPC campaigns, and we insist you add our trademarked terms as negative keywords.
  - You may not use our trademark terms in sequence with any other keyword (e.g. Panic Away Coupons, Panic Away discounts).
  - Your ad display may not be confusing or misleading to the end user as coming directly from PANICAWAY.COM.
  - Your ad copy may not be misleading, confusing or misrepresent Panic Away products, services and/or offerings.
  - These terms apply to campaigns through all search engines, and any other paid ad or paid viewing platforms including but not limited to Facebook, mobile and international search engines.

## **eBay and Amazon Restrictions**



Panic Away does not allow affiliates to place products, links, banners, or stores on eBay or Amazon.

## **Email Marketing**

- If you promote our program through email (either directly or indirectly) you agree to the following:
- You must notify us prior to launching any email campaign that you will engage in email marketing along with a link to your email sign-up form.
- You will not send any unsolicited commercial emails unless the end user has specifically opted into receiving the emails. You will not promote our program through an “opt-out” email list.
- You must comply with all laws (both federal and state), rules, regulations, and regulatory guidelines (such as those provided by the FTC) relating to the sending of commercial emails, including, but not limited to, the CAN-SPAM Act of 2003. You can find practical information on complying with the CAN-SPAM Act here.

## **Domain Names and Typo Squatting**

- Use of any of our trademarked terms, including any variations or misspellings, as part of the domain for your website is strictly prohibited. We reserve the right to engage any and all legal avenues available to us for enforcement.
- Coupon promotion.
- If you will be promoting our program with the use of coupon codes, you must adhere to the following terms:
- You must only promote authorized coupons provided through the network or directly provided by us in the form of an “exclusive” coupon.
- You may not promote coupons found through our other marketing efforts (e.g. our own email coupons) or the exclusive coupon codes for other affiliates.
- You may not mislead consumers with the terms of the coupon offer in your promotion. This includes, but is not limited to: not posting an expiration date when one exists, altering the conditions of the coupon or stating a coupon is available when no active coupons are being offered through the network. You may post special offers available on our website if specifically followed by “no coupon needed / required”, however it will be your responsibility to remove these offers when no longer valid on our website.
- Any links associated with an expired offer must not be hyperlinked with an affiliate link.
- Any web page devoted to coupon offers and/or deals shall not contain an affiliate link of our Program if there is not at least one valid coupon/deal promoted.
- Affiliates may not use Facebook or any other social media platforms to create groups or pages using our trademark name or website URL in the title to generate sales or leads.
- Promotion of coupon offers shall follow our terms for acceptable affiliate link click generation.
- Content syndication/distribution.
- If you make your content available for syndication (including but not limited to social bookmarks, RSS feeds, widgets) to others, your distributed content must adhere to our terms.

## **Social Media Promotion**

- If you will be promoting our program through social media, you must adhere to the following terms and conditions. If you are unsure if your campaign with our full TOS, you should contact us for prior approval before launching the campaign at [affiliates@panicaway.com](mailto:affiliates@panicaway.com).
- You must be in good standing of the social network and follow each social network’s terms and conditions.
- You may not send any unsolicited commercial messages through the social media network.
- You may not engage in activities which may be considered ‘spamming’ of the social media network. These include, but are not limited to: multiple and false accounts in order to send massive friend requests, mass postings promoting our Program to others accounts, blackhat search techniques of the social networks search feature.
- You may not represent falsely any of our offers.
- Any promotion of our program through software technology of a social media network (e.g. Facebook apps, videos uploaded to YouTube), must follow our TOS regarding software technology.
- You may not make any representation that you are Panic Away through your social media promotion.
- Software technology
- We recognize that the technology available to affiliates is constantly and rapidly changing. The following TOS regarding software technology should assist you in assessing if the particular software technology and your intended use of that technology are allowed within our Program.

- Software technology includes, but is not limited to: adware, spyware, loyaltyware, desktop applications, toolbars, browser plug-ins, browser extensions, browser buttons, widgets, FaceBook applications, blog extensions/plugin-ins, mobile applications, videos and video players.
- You must be in compliance with the network’s terms of service regarding the use of software technology.
- You must receive prior written agreement for the use of software technology prior to promoting our program through the technology.
- If you already have software technology in use when applying to our program, you will notify us immediately of such technology. Failure to notify us of the use of software technology may be grounds for immediate termination from our program and forfeiture of any earned commissions.
- You must be in compliance with all federal, state and local laws, regulations and rules regarding the distribution, behaviour and privacy issues of the software technology.
- You may not, under any condition, install any software technology on the end user’s computer or mobile device without the expressed and informed consent to do so.
- The end user must be able to easily and completely uninstall the software technology through generally accepted mechanisms.
- The software technology may not contain any viruses, Trojan horses, worms, time bombs, bots, or other computer programming routines that are considered malware.
- You may not use our program to incentivize the installation of any software technology by the end user.
- Any software technology will not alter, change or manipulate in any way the contents of our web site or any web site which links to our site.

In addition to the software technology adhering to our click generation of affiliate tracking links terms, the software technology must also adhere to the following:

\*Not automatically direct or prompt to direct traffic away from any other web site to the merchant web site or to your own web site promoting PanicAway.

\*May not use our domain, our URL (in whole or in part), our trademark or content from our web site to trigger the activation of the software.

\*May not collect, store or transmit data regarding the end user’s activities on the PanicAway web site.

\*Any activation of your affiliate tracking link through the software must be immediately preceded by an actual physical click by a real person. No type of automated “clicking”, by any technique, of your affiliate link is allowed

## **Privacy, Disclosures and ‘Truth in Advertising’**

You must comply with all federal, state and local laws, rules, regulations and regulatory guidelines related to the following:

- Privacy policy for your business
- Disclosure of online ads
- Truth-In-Advertising
- You should keep in mind that state and local laws may differ by geographical locations. You can find more information on these areas with suggestions for compliance here

### **Advertising Tax**

- Some states have enacted legislation which may require online merchants to collect sales tax in their state based on the online marketing activities of the merchant. Currently, this is an active area of legislation on the state level with potential legislation being presented.
- Panic Away values partnerships with affiliates from all states and does not wish to exclude any affiliates who wish to participate in our Program based solely on where the affiliate resides and operates their business. To this end, you agree to the following:
- You will provide true and accurate information regarding your residency through your Network profile
- Prohibition Against Solicitation for New York State Resident Affiliates
- To participate in the Panic Away Affiliate Program, Affiliate agrees that its solicitation activities on behalf of Panic Away within the State of New York shall be limited to only providing a link on Affiliate’s website to Panic Away’s own website.

- The Affiliate acknowledges that under current New York State law, further solicitation and promotional activities by Affiliate within New York State may render Panic Away liable for collecting New York State sales tax on all sales to New York customers. Therefore, as a condition of participation in the Panic Away Affiliate Program, the Affiliate is prohibited from engaging in any solicitation activities in New York State intended to refer potential customers to Panic Away, including, but not limited to:
- Distributing flyers, coupons, newsletters and other printed materials, or electronic equivalents of such materials
- Engaging in verbal solicitation, including in-person referrals or initiating telephone calls;
- Sending emails intended to refer customers to Panic Away. Proof of compliance must be sent to Panic Away on an annual basis (by May 31 of each year) or Affiliate may be removed from the program.
- Note: The following sentence only applies to affiliates that constitute organizations, clubs and nonprofit groups. Affiliate shall maintain prominently on its website information alerting its members to the prohibition against solicitation activities in New York State as described above.

#### TOS Violations

We take our TOS seriously and perform due diligence in ensuring our affiliates are in compliance with our TOS.

If we find an affiliate to be in violation with our Terms, the affiliate will be notified through the contact information provided to the Network detailing the violation found and action(s) to be taken. It is the affiliate's responsibility to have valid contact information on file with the Network. It is up to the sole discretion of Panic Away to keep or remove affiliates immediately should violation of our TOS be made.

We are not responsible for the inability to contact the affiliate and have the right to remove the affiliate immediately should they not abide by our TOS. Panic Away reserves the right to take any and all necessary actions which may be available to us if an affiliate has violated these Terms of Service. These actions include, but are not limited to: civil action, legal action, termination of the affiliate's account without pay, and reporting of the violation to the network.

**End of Document**