

MARIAM'S COLLECTION

# Ambassador & Affiliate Program

## Program Policy & Guidelines

Version 2.2 | Effective June 2026

We built this program to grow alongside women who share our values — modest fashion rooted in identity, community, and quality. These guidelines ensure every ambassador earns fairly, every sale is attributed correctly, and the program remains sustainable for everyone.

*Please read carefully. By participating, you agree to these terms in full.*

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### SECTION 01

## How the Program Works

We run two affiliate programs. You join the one that matches how you promote. If your style changes, we will move you — just let us know.

Program	Who it's for	Commission	Cookie	Approval
<b>Content Creator</b>	Social creators, bloggers, YouTubers, newsletter writers, podcasters. Includes boosting your own posts on Meta, TikTok, or Pinterest.	<b>10%</b>	<b>30 days</b>	No — start now
<b>Paid &amp; Deal</b>	Non-brand keyword paid search (Google, Meta) or official independent coupon and cashback platforms.	<b>5%</b>	<b>7 days</b>	Yes — email first

Not sure which program fits? Email [Affiliate@mariam-col.com](mailto:Affiliate@mariam-col.com) — we'll advise within 48 hours. Starting in the wrong program is not a violation; we'll simply move you.

SECTION 02

## Channel Classification & Program Assignment

Most affiliates use a single channel and their assignment is straightforward. For those promoting across multiple channels, classification is based on the primary channel — the source responsible for 60% or more of referred orders in the past 30 days.

### Channel-to-program reference

Channel	Program	Notes
Instagram, TikTok, YouTube, Pinterest (organic)	✓ Content Creator	Stories, reels, posts, videos
Blog, newsletter, podcast	✓ Content Creator	Written or audio content with affiliate link
Boosting your own social posts (paid)	✓ Content Creator	Paid promotion of content you created
TikTok Spark Ads on your own content	✓ Content Creator	Content-led paid promotion
Non-brand keyword Google or Meta search ads	! Paid & Deal	e.g. 'modest abaya UK' — report before running
Official coupon / cashback platform	! Paid & Deal	Platform must be independently owned. Report before publishing.
Brand keyword ads (any platform)	x Not permitted	Permanent violation. No exceptions.
Self-built discount or review sites	x Not permitted	Not eligible for either program.

### Multi-channel affiliates

Scenario	Assignment
70% orders from TikTok content, 30% from Google non-brand ads	Content Creator — primary is content. Google portion also earns 10%.
80% orders from Google non-brand ads, 20% from occasional posts	Paid & Deal — primary is paid search. Must report ads before running.
50/50 split, no clear primary channel	Email us. We'll review together and assign the most appropriate program.

*We review program assignments monthly. If your channel mix shifts significantly, we will notify you 7 days before any reclassification takes effect.*

SECTION 03

## Discount Code Policy

Three types of codes exist in our system. The rules differ for each.

Code Type	What it is	Sharing rule
<b>Public promotional codes</b>	Sitewide or seasonal codes on our website or social channels (e.g. EID10, SUMMER20)	✓ Share freely — no restriction
<b>Your personal affiliate code</b>	Your unique code assigned by the program, tracking your referrals	✓ Share on your own channels
<b>Internal dynamic codes</b>	Codes generated privately for abandoned cart recovery, VIP win-back, or individual customers (e.g. DCW-series)	✗ Never share — serious violation

Internal dynamic codes are private. If you encounter one online, do not use or share it — contact [Affiliate@mariam-col.com](mailto:Affiliate@mariam-col.com) immediately. Distributing internal codes bypasses the standard warning process and escalates directly to account suspension.

*Our checkout uses anti-leak discount technology. When a customer searches for a code at checkout, the system automatically surfaces your affiliate code to protect your attribution.*

SECTION 04

## Getting Started

Three steps. Five minutes. Ambassadors who post within 48 hours are significantly more likely to earn their first commission in the first week.

- Set up your payouts**  
 Add PayPal or Wise details under Settings → Payments. Commissions are paid on the 15th of every month. Accounts without payment details will have earnings held until details are added.
- Grab your custom link**  
 Find it under Affiliate Link in the side menu. Your link looks like [mariam-col.com/yourname](https://mariam-col.com/yourname) — short, clean, ready to say out loud in a story or bio.
- Make your first share within 48 hours**  
 Post your favourite Mariam piece in an Instagram story with your link. Most first commissions happen within 7 days for ambassadors who post immediately.

SECTION 05

## Paid Advertising Policy

Paid promotion is welcome. The table below covers every scenario. If your situation is not listed, email us before running.

Activity	Policy
Boosting your own content posts (Instagram, TikTok, Pinterest, Facebook)	✓ <b>Allowed</b> — no approval needed
TikTok Spark Ads on your own content	✓ <b>Allowed</b> — no approval needed
SEO and organic content on any public platform	✓ <b>Allowed</b> — no approval needed
Non-brand keyword search ads on Google or Meta (e.g. 'modest abaya UK')	<b>! Paid &amp; Deal</b> — email first
Google Shopping ads pointing directly to our store	<b>X Not allowed</b>
Any ad bidding on 'Mariam', 'Mariam's Collection', mariam-col.com, or any variation	<b>X Never</b> — immediate termination

To request approval for paid search campaigns, email [Affiliate@mariam-col.com](mailto:Affiliate@mariam-col.com) with: your platform, target keywords, ad copy, and conversion tracking method. We respond within 48 hours. Campaigns run before approval are not eligible for commission.

### SECTION 06

## SEO, Content Sites & Domain Policy

Original content is always welcome. Brand impersonation is not. We actively encourage honest reviews, styling guides, unboxing videos, and comparison articles. What is not permitted is using our brand identity to intercept our own traffic.

Activity	Policy
Blog posts, YouTube reviews, social content mentioning the brand	✓ <b>Allowed</b> — Content Creator
Comparison articles featuring multiple modest fashion brands	✓ <b>Allowed</b> — Content Creator
Dedicated review page on your existing blog or website	✓ <b>Allowed</b> — genuine content required
Registering any domain containing 'Mariam', 'mariam-col', or any variation	<b>X Never</b> — immediate termination
Building a standalone site or landing page to rank for our brand name and redirect traffic	<b>X Not allowed</b> — traffic hijacking

SECTION 07

## Paid & Deal Program: Approval Process

The Paid & Deal program is open to all affiliates running paid search or operating coupon platforms. Approval protects your commissions from being flagged by our attribution system — it is not a barrier.

Coupon platform eligibility: The platform must be independently owned and operated — not by you. Established networks (Honey, TopCashback, RetailMeNot) qualify. Self-built discount or review sites do not.

- 1 Email Affiliate@mariam-col.com before starting any Paid & Deal promotion.
- 2 Include: platform or channel name, target keywords (paid search) or platform URL (coupon), conversion method (link or code), and expected start date.
- 3 Wait for written confirmation before going live. Promotions started without approval are not eligible for commission.
- 4 Once confirmed, your account is assigned to Paid & Deal: 5% commission and 7-day cookie window for that channel.

*Approval applies per channel per campaign. A new platform or new campaign requires a new request.*

SECTION 08

## Payout Schedule & Performance Incentives

Performance tiers apply to Content Creator affiliates only. Paid & Deal affiliates earn a flat 5% regardless of volume. Tier thresholds require sustained performance — not just a single strong month.

Level	Monthly (confirmed) Orders	Consecutive Months Required	Commission	Benefit
Starter	0 – 4 orders	—	10%	Access to program resources
Rising	5+ orders / month	2 months	10%	Priority support
Ambassador	15+ orders / month	2 months	12%	12% commission + gifted products
Elite	30+ orders / month	3 months	15%	15% + exclusive products + co-creation

Gifted products are available from Ambassador level upward (15+ confirmed orders/month for 2

consecutive months). Rising-tier affiliates receive priority support but are not yet eligible for gifted products.

### Payout details

- Payouts processed on the 15th of every month for the prior month's confirmed commissions.
- Minimum payout: PayPal — \$50 USD. Wise — \$100 USD. Earnings below threshold roll over.
- Tier calculation uses confirmed, non-reversed orders only.
- Consecutive months are required for tier advancement. A single strong month does not trigger an upgrade.
- Accounts under active review have tier progression paused during the review period only. If cleared, advancement resumes and review-period orders are counted retroactively.
- Tier downgrades apply if monthly order count drops below the threshold for two consecutive months.

## SECTION 09

### Program Reclassification

Your program assignment is based on how you actually promote. We review conversion sources monthly and will reclassify accounts whose primary channel has shifted or whose order data suggests a different promotion method than declared.

#### When reclassification is triggered

- 60% or more of referred orders originate from a channel belonging to a different program.
- Paid search traffic or coupon platform referrers appear in your conversion history without prior reporting.
- You proactively notify us that your promotion method has changed.

#### Reclassification process

1. We send a written notice identifying the change and the reason.
2. You have 7 days to respond, provide context, or raise a dispute.
3. If no response within 7 days, reclassification takes effect from the start of the following month.
4. Commission rates are not adjusted retroactively for good-faith reclassifications. Only confirmed fraud triggers retroactive adjustment.

*Reclassification is a correction, not a penalty. If your promotion style changes back, we can reclassify again.*

## SECTION 10

### Program Rules & Compliance

These rules apply to every ambassador in both programs.

Rule	What it means
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<b>Disclose relationship</b>	<b>your</b>	Label affiliate content #ad, #sponsored, or #affiliate in all posts, videos, and descriptions. Legal requirement in the UK (ASA), US (FTC), and EU.
<b>Coupon &amp; deal sites</b>		Official independent platforms may participate at Paid & Deal with prior approval. Individually posting links on third-party aggregators without approval is a violation.
<b>Internal dynamic codes</b>		DCW-series and similar private codes must never be shared externally. Direct escalation to suspension — no prior warning.
<b>No brand keyword bidding</b>		Never bid on 'Mariam', 'Mariam's Collection', or any variation on any platform. Permanent, non-negotiable.
<b>No brand domains</b>		Do not register domains containing 'Mariam' or 'mariam-col' or any similar variation, including misspellings and hyphenated forms.
<b>No brand landing pages</b>		Do not build sites whose primary purpose is to rank for our brand name and redirect traffic to your affiliate link.
<b>No self-referral</b>		Using your own link for personal purchases or purchases by family members or associates is prohibited.
<b>One account per person</b>		Multiple accounts under different identities representing the same individual are not permitted.
<b>No cookie stuffing</b>		Artificially placing tracking cookies without genuine user engagement (hidden iframes, auto-redirects) is a serious violation.
<b>No fake traffic</b>		Bots, click farms, or any artificial engagement is prohibited. All accounts are monitored for abnormal patterns.
<b>No misleading claims</b>		Do not make false or exaggerated claims about our products. Fabricated reviews are prohibited.
<b>No traffic hijacking</b>		Do not intercept traffic from our paid ads, email flows, or other affiliate channels.

SECTION 11

## Enforcement, Appeals & Zero Tolerance

We apply a graduated approach for unintentional violations. Deliberate fraud results in immediate permanent termination with no appeal.

Level	What triggers it	What happens
<b>Warning</b>	First-time unintentional violation (e.g. unapproved coupon site, missing #ad disclosure)	Written notice + retroactive commission adjustment to 5% on affected orders
<b>Suspension</b>	Second violation of the same rule, or first violation of a paid advertising or dynamic code rule	Account suspended 30 days, commissions held, re-approval required to reinstate

<b>Termination</b>	Brand keyword bidding, self-referral, cookie stuffing, fake traffic, multiple accounts, internal code distribution, or deliberate fraud	Immediate permanent ban + all pending commissions forfeited + all linked accounts terminated simultaneously
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### Appeals process

If your account is flagged or a commission disputed, you have 7 days from notification to submit an appeal to [Affiliate@mariam-col.com](mailto:Affiliate@mariam-col.com). Include: screenshots of promotional content, traffic source explanation, and discount code usage records. We issue a final decision within 5 business days of receiving your materials.

There is no right of appeal for terminations resulting from brand keyword bidding, cookie stuffing, or deliberate fraud. For all other terminations, the standard appeals process applies.

*We conduct periodic audits of conversion attribution. Where deliberate fraud is identified historically, commissions including previously paid amounts may be subject to clawback where permitted by law.*

## SECTION 12

### Account Activity & Quarterly Review

We maintain an active, healthy affiliate network. Quarterly reviews affect flagged accounts only — all other accounts continue earning and progressing without interruption.

- Accounts with zero conversions in 90 days receive a reactivation email. No response within 14 days results in deactivation. You may reapply at any time.
- Accounts with conversion sources concentrated in a single non-content channel without a matching program assignment will be flagged for manual review.
- Accounts with abnormally high conversion rates relative to click volume will be audited for traffic quality.
- We reserve the right to reclassify accounts based on observed promotion behaviour. Notices are sent with a 7-day response window.

## We grow together, or not at all.

Mariam's Collection exists to serve Muslim women in the West who have been underserved by mainstream fashion. Every ambassador is part of that mission.

If you ever have a question about whether something is permitted, email us before doing it. We respond within 48 hours and would always rather approve something unusual than have you lose commission over an honest misunderstanding.

[Affiliate@mariam-col.com](mailto:Affiliate@mariam-col.com)

— *Mariam & the team*