

Ambassador & Affiliate Program

Program Policy & Guidelines

Version 2.3.1 | Effective 1 September 2026

Affiliate@mariam-col.com | mariam-col.com

What changed in v2.3.1 (effective 1 September 2026): Section 03 now requires all coupon and deal platform affiliates to register each platform and to use a dedicated platform-specific code — unregistered codes do not qualify for commission. Section 05 now prohibits brand keyword advertising in every market, on every platform, with no application process available. This replaces the earlier market-by-market approach: Mariam's Collection operates its own brand search and Performance Max campaigns, and affiliate bidding on brand terms competes directly with them. All other terms remain unchanged from v2.2.

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SECTION 01

How the Program Works

Every new ambassador begins in Starter Ambassador. Once we have reviewed how you actually promote, we move you to whichever of the two main programs fits. If your style changes later, we will move you again — just let us know.

Program	Who it's for	Commission	Cookie	Approval
Starter Ambassador	Every new ambassador starts here while we review your promotional channels. Assignment to one of the two programs below normally takes 3–5 business days.	5%	7 days	Automatic on joining
Content Creator	Social creators, bloggers, YouTubers, newsletter writers, podcasters. Includes boosting your own posts on Meta, TikTok, or Pinterest.	10%	30 days	No — start now
Paid & Deal	Non-brand keyword paid search (Google, Meta) or official independent coupon and cashback platforms.	5%	7 days	Yes — email first

To speed up your assignment, email Affiliate@mariam-col.com with links to your social media, blog, or YouTube channel and a short note on how you plan to promote. Starting in the wrong program is not a violation; we simply move you.

Your Starter period is never a loss. When we move you to Content Creator, we recalculate your confirmed orders from the previous 30 days at the 10% Content Creator rate and pay you the difference on your next payout. You are not penalised for the time it took us to review your account.

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, any market)	Not permitted	Permanent violation. No exceptions, no approval available.
Self-built discount or review sites	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

Updated v2.3.1 — Effective 1 September 2026

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

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

Coupon & Deal Platforms — Registration Required (New from 1 September 2026)

If you promote Mariam's Collection through any coupon aggregator, cashback site, deal platform, or discount code sharing community (including but not limited to Honey, TopCashback, RetailMeNot, VoucherCodes, and similar), the following rules apply without exception:

1. Pre-registration is mandatory. You must register the platform and your intended promotion method with us before going live. Email Affiliate@mariam-col.com with: the platform name and URL, your account or profile link on that platform, and your expected start date. We confirm within 48 hours.
2. Each platform receives a dedicated code. Upon approval, we will issue you a platform-specific discount code exclusively for use on that registered platform. This code is tied to your account on that platform only.
3. Only your registered platform code is valid for commission. Sales attributed via any code other than the registered platform-specific code will not qualify for commission. This includes: public promotional codes (e.g. EID10, SUMMER20); your general personal affiliate code; codes registered to a different platform; any internal dynamic code (DCW-series). Using an unregistered code — regardless of how the sale was generated — results in commission forfeiture on affected orders. This is not subject to appeal.
4. One registration per platform. A new platform or a new account on a previously approved platform requires a new registration request. Approvals are not transferable.

Why this rule exists: Unregistered codes make it impossible to verify which platform drove the sale, prevent accurate attribution, and may cause commission conflicts with other affiliates. This rule protects your earnings as much as ours.

Anti-leak protection (unchanged)

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. This protection applies to your personal affiliate code only — not to platform-specific codes on external sites.

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.

1

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.

2

Grab your custom link

Find it under Affiliate Link in the side menu. Your link looks like mariam-col.com/yourname — short, clean, ready to say out loud in a story or bio.

3

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

Updated v2.3.1 — Effective 1 September 2026

Paid promotion is welcome within the boundaries below. If your situation is not listed, email us before running. Campaigns started without prior approval are not eligible for commission, and commission will not be reinstated retroactively.

Activity	Policy
Boosting your own content posts (Instagram, TikTok, Pinterest, Facebook)	Allowed — no approval needed
TikTok Spark Ads on your own content	Allowed — no approval needed
SEO and organic content on any public platform	Allowed — no approval needed
Non-brand keyword search ads on Google or Meta (e.g. 'modest abaya UK')	! Paid & Deal — email first
Google Shopping ads pointing directly to our store	Not allowed
Brand keyword ads — any market, any platform	Never permitted — no exceptions

Brand Keyword Advertising — Prohibited Worldwide (Revised in v2.3.1)

Brand keywords include: "Mariam", "Mariam's Collection", "mariam-col", "mariamscollection", and any misspelling, variation, or combination of these terms on any advertising platform.

Brand keyword advertising is prohibited in every market, on every platform, with no exceptions.

Mariam's Collection operates its own brand search and Performance Max campaigns. Affiliate bidding on our brand terms competes directly with those campaigns, inflates our acquisition costs, and does not generate incremental sales — customers searching for us by name have already found us.

This applies regardless of whether we currently advertise in a particular market. There is no application process and no approval is available. Previous versions of this policy distinguished between markets; that distinction no longer applies.

Consequence: immediate termination, all pending commissions forfeited, and all linked accounts closed. There is no right of appeal.

What you can advertise on

Non-brand product and category keywords are welcome and are where affiliate paid search genuinely adds value — these reach customers who do not yet know us. Examples: "modest abaya online", "hijab dress delivery", "long sleeve maxi dress modest", "eid outfit ideas".

Register the campaign with us first under Section 07. Approved campaigns run under the Paid & Deal program at 5% commission with a 7-day cookie window.

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	Allowed — Content Creator
Comparison articles featuring multiple modest fashion brands	Allowed — Content Creator
Dedicated review page on your existing blog or website	Allowed — genuine content required
Registering any domain containing 'Mariam', 'mariam-col', or any variation	Never — immediate termination
Building a standalone site or landing page to rank for our brand name and redirect traffic	Not allowed — 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. Starter Ambassadors earn 5% until assigned, and Paid & Deal affiliates earn a flat 5% regardless of volume. Tier thresholds require sustained performance — not just a single strong month.

Level	Monthly Orders (confirmed)	Consecutive Months Required	Rate	Benefit
Starter Ambassador	Pre-assignment	—	5%	Backdated to 10% on assignment to Content Creator
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

Payout details

Payout date — 15th of every month for the prior month's confirmed commissions.

Minimum payout — PayPal — \$50 USD. Wise — \$100 USD. Earnings below threshold roll over.

Gifted products — 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.

Tier calculation — Uses confirmed, non-reversed orders only. Consecutive months required for tier advancement. A single strong month does not trigger an upgrade.

Review pause — 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 downgrade — Applies if monthly order count drops below the threshold for two consecutive months.

Starter backdating — On assignment to Content Creator, confirmed orders from the previous 30 days are recalculated at 10% and the difference is paid on your next payout. Assignment to Paid & Deal is not backdated, as the rate is unchanged at 5%.

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.

Assignment out of Starter Ambassador

New ambassadors are assigned within 3–5 business days of providing their channel details. We look at the platforms you promote on and, once orders start arriving, where that traffic originates. Content creators move to Content Creator with the backdating described in Section 08; affiliates whose orders come primarily from paid search or coupon platforms move to Paid & Deal.

Accounts that never submit channel details remain in Starter Ambassador at 5%. Where order data alone shows a clear primary channel, we assign the account on that basis at the monthly review without waiting for a submission.

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
Disclose your relationship	Label affiliate content #ad, #sponsored, or #affiliate in all posts, videos, and descriptions. Legal requirement in the UK (ASA), US (FTC), and EU.
Coupon & deal sites	Official independent platforms may participate at Paid & Deal with prior approval. Individually posting links on third-party aggregators without approval is a violation.
Coupon platform codes	Each approved platform must use only its registered platform-specific code. Using any other code (public, personal, or internal) on an approved platform forfeits commission. See Section 03.

Rule	What it means
Internal dynamic codes	DCW-series and similar private codes must never be shared externally. Direct escalation to suspension — no prior warning.
No brand keyword bidding	Never bid on 'Mariam', 'Mariam's Collection', or any variation on any platform, in any market. Prohibited worldwide with no approval process. See Section 05.
No brand domains	Do not register domains containing 'Mariam' or 'mariam-col' or any similar variation, including misspellings and hyphenated forms.
No brand landing pages	Do not build sites whose primary purpose is to rank for our brand name and redirect traffic to your affiliate link.
No self-referral	Using your own link for personal purchases or purchases by family members or associates is prohibited.
One account per person	Multiple accounts under different identities representing the same individual are not permitted.
No cookie stuffing	Artificially placing tracking cookies without genuine user engagement (hidden iframes, auto-redirects) is a serious violation.
No fake traffic	Bots, click farms, or any artificial engagement is prohibited. All accounts are monitored for abnormal patterns.
No misleading claims	Do not make false or exaggerated claims about our products. Fabricated reviews are prohibited.
No traffic hijacking	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
Warning	First-time unintentional violation (e.g. unapproved coupon site, missing #ad disclosure, wrong code used on approved platform)	Written notice + retroactive commission adjustment to 5% on affected orders
Suspension	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
Termination	Brand keyword bidding in any market, 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

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. 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 — Mariam & the team