

REFERRAL PARTNER PROGRAM TERMS & CONDITIONS

By applying to become an eRider Apparel Referral Partner (also known as an affiliate), you agree to be bound by the following terms of the program.

Registration

To become an eRider Apparel Referral Partner, you must submit a complete program application via our referral partner sign-up page (this page).

Upon submission of your application, you will be able to log in to the affiliate portal and receive your unique affiliate links, custom affiliate coupon code, and start promoting eRider Apparel products.

We may reject your application if we decide (at our sole discretion) that your application is unsuitable for the program. All information submitted must be truthful and accurate. Failure to provide accurate information may result in immediate termination of the affiliate's participation in the program.

By registering for the eRider Apparel Referral Partner program, you agree to receive occasional emails from us related to the program. We will not share or resell your information, and our Privacy Policy applies.

Commission Rates

Our affiliate program provides you with a 10% commission on referred sales. "Referred sales" are sales derived by us from our sales of products, after the reduction of discounts, coupons and/or gift card redemptions, as a result of purchase made by visitors to our website that come directly through a special link on your website or social media site. "Referred sales" do not include gift card purchases, shipping & handling, gift wrapping or taxes.

Lifetime Commissions

We offer lifetime commissions within our affiliate program. However, there are technical limitations and performance requirements.

From the moment a customer visits our site via your affiliate link, a cookie is placed on their computer. This allows us to track the customer even if they don't immediately make a purchase. They can close their browser and return later to complete the order, and you will still be recognized as the referring affiliate. Our cookies are set with a 30-day duration.

The customer may choose to clear their cookies at any time. This is out of our control. Clearing cookies will remove any tracking, and purchases will no longer be tracked to your affiliate account. The same applies if they use a different web browser or device than originally used to access your referral link.

Once a purchase is made, that customer is linked to your affiliate account. As long as you are the most recent referrer, all future purchases by that customer account will be automatically tied to your affiliate account and will generate the relevant commissions. Once this connection is made, there is no further reliance on cookies.

We use "last click" tracking. This means that if a customer was referred by another affiliate weeks, months or even years ago, but then clicks on your link and makes a new purchase, you will get receive commissions for this new order instead of the original referrer, and will receive lifetime commissions on that customer's future purchases for as long as that customer isn't referred by some other affiliate. "Last click" tracking is the most common type of tracking, and rewards the most recent marketing and promotional efforts.

Referral Partners that do not meet minimum performance requirements may lose lifetime commissions status. Ten (10) new referred customers per year are required to maintain lifetime commission status. If 10 new customers are not referred by any given affiliate within a single year, lifetime commissions will be revoked and all recurring commissions previously earned under the referral partner program will cease.

Generating Referrals

In order to be awarded commission for a purchase, you must utilize your unique referral URL provided within your affiliate dashboard. Upon registration for the affiliate program, you will also have the opportunity to set up an optional coupon code. This coupon code will be unique to your business and do two things: 1) track referred sales back to you and, 2) discount your customer orders by 10% should you want to offer your community a discount.

You are permitted to use link cloaking, link tracking or other forms of redirection. However, be aware that some ad networks or social networks do not allow such links to be used.

Recurring Products (Subscription Products)

Where customers choose to purchase a recurring product (e.g. monthly deliveries of products) you will receive commission on all recurring orders as long as you are the last referring affiliate.

Commission is earned at the time of renewal.

If the customer cancels their ongoing recurring order, commissions will also cease.

Custom Code

To help our affiliate program be part of your successful business, we're offering a chance to setup a custom code. This custom code can perform two functions:

- 1) Track your affiliate referred sales to be used on your website, email and social media sites
- 2) Provide a 10% discount on orders placed on eriderapparel.com. This coupon code must be requested upon enrollment.

Refunds

In the event that a customer requests a refund (and we honor that request), we reserve the right to deduct any commission already paid out on that sale from future commissions.

Commission Payouts

Payments will be made once a month on the 20th day of every calendar month. Therefore, you can expect 12 payments throughout a calendar year

One must meet a minimum commission threshold of \$10 in a given period in order to receive payment for that period. If you do not reach \$10 in commissions in a given period it will just keep rolling over until you do reach at least \$10.

We issue payments via PayPal. We are unable to provide commission payouts via check.

We cannot be responsible for any banking fees you may incur by receiving a payment from us.

Promotion

You may use your unique URL within email marketing, online advertising, blogging, social media marketing, video marketing, and other forms of online marketing. Paid search and social advertising (Google Adwords, Facebook, etc.) on brand terms, trademarked terms, and product names are prohibited. This includes but is not limited to the following keywords and phrases:

eRider apparel, eRider apparel clothing, eRider apparel street wear.

You must not use eRider Apparel within your domain name. For example, you may not register a domain name such as <http://eriderapparelandgoods.com>.

Such use of our brand name may cause confusion with customers.

Misrepresentation

You must not in any way, attempt to mislead the customer into believing you are the manufacturer or direct supplier of the products. You must not make any factual claims about the product's composition, the benefits of using the product, or other significant claims that would influence a purchasing decision, other than those substantiated on our website: eriderapparel.com

If your marketing material suggests you are an impartial party, you should include a caveat that explains you are being financially compensated for promoting this product.

You must not represent the product in a negative way, nor make any connections between the product and another organization.

Breaking These Terms

It is against these terms for you to purchase products for yourself through your own affiliate account. It is also against these terms to attempt to circumvent or alter any of the technical methods employed by our affiliate program.

You must act within the terms of any associated platform being used in your marketing activity. (e.g. Facebook, Google, Instagram, YouTube, etc).

Any email marketing activity must be conducted in accordance with the CAN-SPAM regulations and/or any local territory guidelines.

Sites that promote violence; promote discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age; promote illegal activities; attempt to copy and/or assume the creative or business identity of eRider Apparel in any manner; and/or contain any other content that we deem offensive and/or not in alignment with the eRider Apparel, are unsuitable for our referral partner program, and if used may be grounds for termination of the referral partner relationship at our sole discretion.

If we detect that these terms have been breached for any reason, we reserve the right to deny registration, cancel your affiliate account and void any unpaid commissions.

Canceling Accounts

We reserve the right to suspend or delete an affiliate account at our discretion.

Any affiliate accounts that have not made any referrals within a 90-day period and have no outstanding commission to be paid, may be designated as dormant. We reserve the right to delete accounts that have been found to be dormant.

If you wish to close your affiliate account directly or if you have any other questions, please contact us via email at affiliate@eriderapparel.com.

Changes to Terms & Conditions

We reserve the right to change the terms and conditions of our affiliate program at any time. In the event changes are made to the terms and conditions, affiliates will be notified. If they disagree with the new terms they can cease the affiliate relationship. Continuing to operate as an affiliate under new terms after being notified of the new terms is considered an acceptance of the new terms. If changes to the lifetime commissions terms and conditions are ever made, existing affiliates will continue to receive lifetime commissions based on the original terms and conditions for a period of 1 year.