

Schedule 2

Restrictions

1 General Restrictions & Obligations

The following general restrictions apply to all Adverts and Media Partner's use of the Creative:

- no post-view;
- no iFrame;
- no pop-ups;
- no crawling website; and
- no torrent traffic.

Media Partner must not:

- use the 'Alamy' brand in Google search ad copy text or in the display URL;
- false advertise or make any claim or statement that shows the Advertiser or the Advertiser's competitors in a false or misleading light;
- promote old, invalid or expired voucher codes;
- use the words 'official' or 'free' in relation to its Advert or the Creative. For the avoidance of doubt, Media Partner may use the term 'royalty-free' in reference to royalty free images if applicable;
- use the Creative in any way that is or may be deemed to be pornographic, discriminatory, abusive, extremist, or politically radical;
- hide the affiliate link when the visits are from either the Advertiser or from search engine editorial bots checking on paid Adverts;
- participate in fraudulent activities including cookie stuffing, link interception and falsifying orders;
- publish voucher codes which are not released via the Platform; or
- publish voucher codes from marketing channels other than official Media Partner's marketing channel.

Media Partner must:

- submit all Adverts for review if they differ from the supplied ad formats uploaded to the Platform;
- report all paid Adverts if they differ from the supplied ad formats uploaded to the Platform to the Advertiser monthly to enable transparency and effective measurement of Media Partner campaigns;
- ensure that Media Partner links directing to the Advertiser's website use the rel="nofollow" attribute and the rel="sponsored" attribute to clearly state it is an affiliate link.

2 Paid Media Restrictions

All paid media Adverts including Google Ads, Facebook, Instagram, LinkedIn, Bing and other online advertising platforms must include UTM tags in the following format:

- Google advertising: ?utm_source=googleads&utm_medium=paidmedia_affiliateID
- Facebook advertising: ?utm_source=facebookads&utm_medium=paidmedia_affiliateID
- Instagram advertising: ?utm_source=instagramads&utm_medium=paidmedia_affiliateID
- LinkedIn advertising: ?utm_source=linkedinads&utm_medium=paidmedia_affiliateID
- Bing advertising: ?utm_source=bingads&utm_medium=paidmedia_affiliateID
- For all other platforms: ?utm_source=[NameOfPlatform]ads&utm_medium=paidmedia_affiliateID

3 Location & Time Restrictions

Media Partner may only run Adverts during the following times in the following territories (as amended from time to time by the Advertiser on reasonable prior written notice):

- **EMEA** – all times, all territories save for UK, France, Germany or Russia.
- **APAC** – all times, all territories save for Australia or New Zealand.
- **AMER** – all times, all territories including Canada, Central America and South America save for the USA.

4 SEO Restrictions

- Negative keywords: Media Partners must not compete directly with the Advertiser on the terms as defined in the list below. As such, Media Partner must add the following negative keyword list to its keyword list to avoid matching for them.

Negative Keyword	Match Type
alamy	phrase
alamy	broad
allamy	phrase
alamy.com	phrase
www.alamy.com	exact
alamy stock	phrase
alamy photo	phrase
alamy photos	phrase
alamy foto	phrase
alamy fotos	phrase
alamy image	phrase
alamy images	phrase
alamy footage	phrase
alamy vector	phrase
alamy vectors	phrase
alamy video	phrase
alamy videos	phrase
alamy graphic	phrase
alamy graphics	phrase
alamy illustration	phrase
alamy illustrations	phrase
stockimo	phrase
stockimo	broad
stockimo.com	phrase
www.stockimo.com	exact
stokimo	broad
stocimo	broad
stockmio	broad
free Alamy promotions	phrase
Alamy promotions	phrase
Alamy.com promotions	phrase
Alamy.com promotional	phrase
Alamy promotional	phrase

free Alamy promotion	phrase
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Alamy promos	phrase
free Alamy.com discounts	phrase
free Alamy.com promotions 2021	phrase
Alamy.com discounts	phrase
Alamy.com discount	phrase
Alamy.com promotion	phrase
free Alamy.com promotional	phrase
free Alamy.com discount	phrase
Alamy promotion	phrase
free Alamy.com promotion	phrase
Alamy discounts	phrase
Alamy discount	phrase
Alamy.com discount codes	phrase
Alamy.com coupons	phrase
Alamy.com promotion 2021	phrase
Alamy.com promotional code	phrase
free Alamy.com discounts 2021	phrase
Alamy.com promotional codes	phrase
free Alamy.com discount codes	phrase
Alamy discount code	phrase
free Alamy.com coupon	phrase
Alamy.com promotional 2021	phrase
free Alamy.com promotional code	phrase
Alamy promotions 2021	phrase
free Alamy.com discount code 2021	phrase
Alamy.com coupon	phrase
Alamy.com promo	phrase
free Alamy discounts 2021	phrase
Alamy.com promo codes	phrase
free Alamy.com coupon 2021	phrase
Alamy discount codes	phrase
free Alamy.com promotion 2021	phrase
free Alamy.com promo code	phrase
free Alamy.com coupons	phrase
free Alamy promotion 2021	phrase
free Alamy.com discount 2021	phrase
free Alamy.com coupon code	phrase
free Alamy.com promotional codes	phrase
free Alamy.com promo codes	phrase
free Alamy.com coupon codes	phrase

free Alamy.com promotional code 2021	phrase
free Alamy.com promos 2021	phrase
free Alamy discount code	phrase
free Alamy.com discount code	phrase
free Alamy promotional code	phrase
free Alamy promo code	phrase
free Alamy.com coupons 2021	phrase
free Alamy discount codes	phrase

free Alamy.com promo code 2021	phrase
free Alamy.com discount codes 2021	phrase
Alamy.com discount 2021	phrase
free Alamy.com promotional codes 2021	phrase
Alamy promotional code 2021	phrase
free Alamy.com promotional 2021	phrase
Alamy.com discounts 2021	phrase
free Alamy.com promo	phrase
Alamy.com coupon code	phrase
free Alamy discount	phrase
free Alamy promotional 2021	phrase
free Alamy.com coupon code 2021	phrase
free Alamy promotions 2021	phrase
Alamy.com discount code	phrase
Alamy.com coupon codes	phrase
Alamy promo code	phrase
Alamy.com promo code	phrase
free Alamy.com promo 2021	phrase
Alamy.com promotions 2021	phrase
free Alamy promotional codes	phrase
Alamy.com promos 2021	phrase
free Alamy.com coupon codes 2021	phrase
free Alamy.com promo codes 2021	phrase
free Alamy promotional code 2021	phrase
free Alamy promo	phrase
Alamy.com discount code 2021	phrase
Alamy.com promotional code 2021	phrase
Alamy promo	phrase
Alamy promos 2021	phrase
free Alamy promo codes	phrase

Alamy promotional code	phrase
free Alamy discount 2021	phrase
Alamy.com coupons 2021	phrase
Alamy coupon code	phrase
Alamy.com promo code 2021	phrase
Alamy promotional codes	phrase
free Alamy coupon codes	phrase
Alamy coupons	phrase
free Alamy discount code 2021	phrase
free Alamy promo code 2021	phrase
Alamy.com promo 2021	phrase
free Alamy coupon code	phrase
free Alamy promo 2021	phrase
free Alamy coupons 2021	phrase
Alamy.com promotional codes 2021	phrase
Alamy.com coupon code 2021	phrase
Alamy discounts 2021	phrase
free Alamy promos 2021	phrase

Alamy discount code 2021	phrase
Alamy coupon codes	phrase
Alamy promo codes	phrase
free Alamy promotional codes 2021	phrase
Alamy.com coupon 2021	phrase
free Alamy discount codes 2021	phrase
Alamy.com promos	phrase
free Alamy promos	phrase
free Alamy.com promos	phrase
free Alamy coupons	phrase
free Alamy.com promotions	phrase

- **Rank restrictions:** In order to check whether the Advertiser advertises with the same keywords, all paid Adverts must be submitted to the Advertiser for review to ensure that the Advertiser's adverts are listed above Media Partner's Adverts unless the Creative is taken directly from the Platform (supplied sponsored text).
- **Compliance with search engine rules:** Media Partner must follow the editorial guidelines of all search engines. For example, landing page content must match the displayed URL and there must be no redirects.
- **Domain registration:** Media Partner is prohibited from using registered domain names that allude to or incorporate the 'Alamy' brand, such as alamy-coupons.com