tala

Tala US

Program terms and conditions

Last updated at: 29 Sep 2026

Commission

Does the amount used to calculate commission (from the transaction value) include:

VAT/sales tax No

Delivery charges No

Credit card fees No

Gift wrapping or other service charges No

Are any products or product categories excluded from earning commission? No

Do you decline commission for any of the following reasons?

- Order couldn't be fulfilled: Yes
- Not a valid order: Yes
- Minimum order value not met: Yes
- Order not found with provided info: Yes
- Commission already paid: Yes
- Order returned: Yes
- Program no longer active: Yes
- Order canceled or unpaid: Yes
- Credit check failed: Yes
- Conversion attributed to different channel: Yes
- Conversion attributed to different partner: Yes
- Pay-per-click (PPC) terms not met: Yes
- Query window has passed: Yes
- Coupon code not allowed: Yes
- Not a new customer: Yes
- Order partially returned: Yes
- Order reference not found: Yes
- Product not eligible for commission: Yes
- Business has closed: Yes

Search engine promotion

Will partners receive full commission if they:

Will partners receive full commission for paid search activity? No

Use your brand name in their display URL No

Use your brand name in their paid search title and description No

Add your brand name into their negative keyword list No

Display their ads when variations of your brand name are entered as search terms (e.g. using extra spaces or punctuation)

No

Display their ads when misspellings of your brand name are entered as search terms No

Display their ads when your brand name plus another keyword are entered as search terms No

Place shopping ads on search engines that link directly to your website No

Do you only allow a specific group of partners to earn commission on brand-related keywords (search terms)?

No

Are there any keywords (search terms) that will make paid search activity ineligible for commission?

No

Do you need partners to use a separate publisher account for ads placed on Comparison Shopping Services (CSS), ad networks, or similar platforms? This would let you set different commission rates and rules for the activity.

No

Preferred partner types

Allowed partner types:

- Comparison shopping service (CSS)
- Communities and UGC
- Editorial content
- Linking via landing pages
- Mobile search
- Shopping directory
- Retargeting (email)
- Direct linking
- Comparison engine
- Media content
- Content creators and influencers
- Domain parking
- Loyalty
- Retargeting (display)
- Virtual incentives
- Lead generation (content)
- Lead generation (email)
- Newsletters
- Social search

Promo types restriction details: Tala products are not to feature in adult content

Deduplication

Do you deduplicate against any specific online marketing channels? Yes

- PPC brand activity
- Generic PPC activity
- Email advertising

- Display advertising
- Direct partnerships
- Price comparison sites
- In-house publisher program
- Other affiliate networks you're a part of

Additional terms

1. Cookie Period
Tala operates a
30-day cookie window
.

Commissions are tracked for any valid sale occurring within 30 days of a click on your affiliate link.

2. Promotional Guidelines
Brand terms & PPC:
Do not bid on Tala brand terms, variations, or misspellings in paid search campaigns unless approved in writing.

Vouchers & discounts:
Only use Tala-approved codes. Unauthorised codes or promotions will not earn commission.

Creative assets:
Use only approved images, text links, and ad copy provided in AWIN.

3. Content Deliverables
(for Design & Editorial Partners)
At least 1 permanent social media post featuring the gifted product, with commission link (e.g. via 'link in bio').

Our most successful creator partners maximise their commission potential by posting multiple times across different channels/platforms, though there is no obligation to do so.

4. Exclusions
Employee purchases, cancelled/refunded orders, and trade/bulk orders are not commissionable.

Fraudulent or dishonest techniques (bots, click manipulation, cookie stuffing, scraping) are strictly prohibited and may result in
reversal of all commissions
.

5. Usage Rights
For content created in relation to products gifted by The Company to The Creator after September 11th 2026:

These terms do not grant The Company usage rights to any of The Creator's promotional content. We may
wish to reuse your content, such as on our own social channels, email marketing, or on our website. If this is the case we will contact you separately to agree the usage terms. We won't use your content prior to a separate written agreement being in place, such as via email.

Legacy T&C: For content created in relation to products gifted by The Company to The Creator on/prior to September 11th 2026, the below usage rights still apply:

The Creator grants The Company full rights to use all provided content across the following channels, with no additional compensation required:

- Social Media (Instagram, Facebook, LinkedIn, Pinterest, etc.)
- Email Marketing (newsletters and email campaigns)
- Website (Tala's website and blogs)

- Digital Ads (including paid social and Google ads)
- Print Marketing (brochures, catalogs, and other print materials)

The Company will credit the Creator appropriately on social media platforms for organic posts.

6. Compliance & Responsibility
Affiliates must ensure all marketing complies with Tala brand guidelines and local legal requirements, including GDPR.

If working with third parties, you are fully responsible for their compliance with these terms.

Consent must be sought in writing from Tala for any activity not explicitly covered by these terms.

7. Support
For questions, collaboration ideas, or clarification, contact Tala via the AWIN platform or email russell@tala.co.uk