HOTIC

Hotic UK

Program terms and conditions

Last updated at: 05 Feb 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?

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- Program no longer active: Yes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

Other Commissions are based on net order value (excl. VAT, delivery & fees). We may decline/reverse commission for cancelled, returned/refunded or duplicate orders, chargebacks, suspected fraud/invalid traffic, or any breach of programme terms.

Search engine promotion

Will partners receive full commission if they:

Will partners receive full commission for paid search activity? Yes

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 Yes

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

For approved paid search activity, will partners receive commission for conversions from the following search engines?

- Google: Yes
- Bing: Yes
- Yahoo: Yes
- Other: Yes

Other Brand bidding and direct linking are prohibited. Only generic terms allowed. Brand name must be added as a negative keyword.

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

Yes

List those keywords:

- Commission is not eligible for: Hotic Hotiç (and misspellings), Hotic Hotiç promo code, Hotic Hotiç discount, Hotic Hotiç voucher, Hotic Hotiç sale, Hotic Hotiç coupon. hoticstore, hotic store, hotic boots, hotic shoes,

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:

- Content creators and influencers
- Social search
- Shopping directory
- Loyalty
- Comparison engine
- Mobile search
- Editorial content
- Virtual incentives
- Linking via landing pages
- Lead generation (content)
- Domain parking

- Media content
- Direct linking
- Cashback
- Communities and UGC
- Comparison shopping service (CSS)

Promo types restriction details: Publishers must not promote our brand on sites with adult, violent, political or illegal content. All UK publishers must comply with ASA & CAP Code guidelines, including clear ad disclosure (#ad). No promotion on sites infringing IP rights.

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

Join the Hotiç Affiliate Program to promote a leading heritage brand from Istanbul. Established in 1938, we offer meticulously crafted leather shoes and accessories that combine premium quality with contemporary Turkish design.

Branding terms

Brand Guidelines for Publishers
Our Identity:
Hotiç is a heritage brand defined by elegance, craftsmanship, and premium quality. We ask our partners to reflect these values in all promotional materials.

Typography:
To maintain a consistent visual identity, we use DM Sans for both Headings and Body text. We strongly recommend using this font or a clean, sans-serif alternative in your custom creatives.

Colour Palette:
Please use our official brand colours to ensure consistency across all touchpoints:

Background:
#F2F2F2

Primary Colours:
#000000, #FFFFFF

Secondary Colours:
#000000, #FFFFFF

Logo Usage:
Only use the high-resolution logos provided to you.

Do not distort, stretch, or alter the brand colours of the logo.

Ensure there is sufficient clear space around the logo to maintain visibility.

Use the transparent PNG version for overlaying on lifestyle images.