



Tuft & Paw

Program terms and conditions

Last updated at: 16 Jan 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?

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- Program no longer active: Yes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

Other Sub-affiliates may not refer from coupon, loyalty, or toolbar traffic.

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

Other

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

Yes

List those keywords:

- Use of brand name "Tuft & Paw" and any variations or misspellings.

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:

- Loyalty
- Newsletters
- Cashback
- Media content
- Virtual incentives
- Content creators and influencers
- Mobile traffic
- Editorial content
- Lead generation (content)
- Retargeting (email)
- Ad networks
- Contextual targeting
- Discount code
- Direct traffic
- Media brokers
- Comparison engine
- Shopping directory
- Comparison shopping service (CSS)
- Social traffic
- Sub networks
- Lead generation (email)
- Communities and UGC

Promo types restriction details: No adult content.

Deduplication

Do you deduplicate against any specific online marketing channels? No

Additional terms

tuft + paw Affiliate Terms & Conditions

Please read these affiliate terms and conditions (the “Terms”) carefully before you join our program or begin marketing our program. By applying to be a tuft + paw affiliate (“Affiliate”), you (a) agree to abide by these Terms and our Privacy Policy if you are accepted into our Affiliate Program, (b) acknowledge and agree that these Terms and our Privacy Policy constitute an agreement between us and you upon your acceptance into the Program (the “Agreement”); (c) represent and warrant that you are lawfully able to enter into these Terms; and (d) acknowledge and agree that you are and will remain in compliance (and will be responsible for ensuring any of your employees, agents and contractors comply) with these Terms.

DEFINITIONS:

As used in these Terms:

“tuft + paw,” “We”, “us” and “our” refers to tuft + paw, our affiliated companies, and our website.

“you” or “your” refers to the Affiliate.

“our website” refers to www.tuftandpaw.com, the pages therein, any other tuft + paw website that may be hosted on a different web domain.

“your website” refers to any website, web pages, social media profiles, or other online service that you control and will link to our website.

“Program”, “Influencer Program” and “Affiliate Program” refers to the tuft + paw Affiliate Program.

ENROLLMENT:

After receiving your application, we will review your website and notify you of your acceptance or rejection into our Program. Please allow up to 7 business days for your application to be reviewed. We reserve the right to reject any application; however, we encourage you to contact us if you feel we have made an incorrect decision. Including all of the websites that you use, including your social media profiles, in your profile will help us make a good decision. You may not operate more than one account in our program without prior approval.

WEBSITE RESTRICTIONS:

Your participating website(s) or platform may not:

Infringe on our or any anyone else’s intellectual property, publicity, privacy or other rights;

Violate any law, rule or regulation;

Contain any content that is threatening, harassing, defamatory, obscene, harmful to minors, promotes illegal activities, or contains nudity, pornography or sexually explicit materials

Contain any viruses, Trojan horses, worms, time bombs, cancelbots, or other computer programming routines that are intended to damage, interfere with, surreptitiously intercept or expropriate any system, data, or personal information.

Contain software or use technology that attempts to intercept, divert or redirect Internet traffic to or from any other website, including traffic already on tuft + paw’s website, or that potentially enables the diversion of affiliate commissions from another website, including toolbars, browser plug-ins, extensions and add-ons;

Include the words “tuft + paw trademark in your domain name;

Share links to any illegal audio/video download sites; or

Share links in eBooks or PDFs without prior approval.

Include the tuft + paw logo or any version of it, including prior versions and creative variations.

Do a promotion or share an affiliate without proper and compliant advertising disclosures.

Cloak affiliate links or prevent the affiliate manager from being able to find the referring URL and page the affiliate link is on which includes link shorteners and custom redirects.

COMMISSION ON SALE:

tuft + paw and Affiliate agree to the commission based on agreed upon program terms in tuft + paw's affiliate network website, which you may find after logging in at <http://www.shareasale.com>.

LINKING TO OUR WEBSITE:

Upon acceptance into the Program, links will be made available to you through the affiliate network interface on ShareASale. Your acceptance in our program means you agree to and abide by the following:

You will only use linking code obtained from the affiliate interface without manipulation.

All domains that use your affiliate link must be listed in your affiliate profile and made available to the affiliate manager upon request within 2 business days.

Your website will not in any way copy, resemble, or mirror the look and feel of our website. You will also not use any means to create the impression that your website is our website or any part of our website including, without limitation, framing our website in any manner.

Your website will adhere to the descriptions of tuft + paw's products and services that are in line with tuft + paw brand standards and tuft + paw reserves the right to flag and remove any inaccurate depictions of tuft + paw products, services, brand statements, mission statements, and user value if they wish.

You may not engage in cookie stuffing or include pop-ups, false or misleading links on your website. In addition, wherever possible, you will not attempt to mask the referring URL information (i.e., the page from where the click is originating).

Using redirects to bounce a click off of a domain from which the click did not originate in order to give the appearance that it came from that domain is prohibited. If you are found redirecting links to hide or manipulate their original source, your current and past commissions will be voided, or your commission level will be set to 0%.

ONLINE ADVERTISING GUIDELINES:

If you are enrolled in our Program and participate in online advertising, such as Google Ads (Google AdWords) or Facebook, you must adhere to our Online Advertising Guidelines by not doing any of the following without tuft + paw's prior written consent, and consent must be given each year by the current head of marketing and not an affiliate manager or consultant:

Bidding on any tuft + paw brand keywords in search engine or social media advertising, such as Google Ads, Facebook, Instagram, or Yahoo/Bing, including, but not restricted to, our domain names, our company names and our trademarks, and other current or future exclusive brands, including any variations or misspellings thereof.

You may not use our trademarked, brand terms, or trademark + (TM+) in sequence with any other keyword (e.g., tuft + paw Coupon), including any misspellings.

You may not use our trademarked terms in your ad title, ad copy, display name, ad extensions or as the display URL without our permission.

You may not direct link to our website from any online ad or use redirects that yield the same result. Users must be directed to an actual page on your website.

You may not use the same tone, text, or images as our current or past ads. All paid ads need to have a different look and feel than tuft + paw's current or past ads, unless approved by tuft + paw.

If you automate your online advertising campaigns, it is your responsibility to exclude our trademarked, brand and misspelled terms from your program and we strongly suggest you add our trademarked, brand and misspelled terms as negative keywords.

We have a strict no tolerance policy on online advertising trademark bidding. If you are unsure whether a term is trademarked, brand or misspelled, it is your responsibility to reach out to us to find out. You will forfeit all commissions for a minimum of the past 30 days and your commission will be set to 0% without warning if you engage in online advertising trademark bidding that uses our trademarked, brand or misspelled terms without our prior written consent.

COUPON GUIDELINES:

If you are enrolled in our Program and your Website promotes coupon codes, you must adhere to our Coupon Guidelines as follows:

You may ONLY advertise coupon codes that are provided to you through the affiliate program or network.

Posting any information about how to work around the requirements of a coupon/promotion (i.e., the requirement that a person be a first-time client) will result in removal from the Program and return of all prior commissions through said workaround.

Coupons must be displayed in their entirety with the full offer, valid expiration date and code.

You may NOT use any technology that covers up the coupon code and generates the affiliate click by revealing the code(s), unless approved by tuft + paw.

You may NOT advertise coupon codes that you did not obtain from our affiliate marketing channel, including coupon codes from our marketing emails, paid search or any other non-affiliate advertising campaigns, unless the codes are also provided in our affiliate marketing channel. Using these methods will result in removal from the Program and return of all prior commissions through said workaround.

You may NOT give the appearance that any ongoing tuft + paw promotional offer requires clicking from your website in order to redeem.

Cookie Stuffing/Forced Clicks: You must not mislead customers into clicking on an offer or coupon that does not exist or practice similarly deceptive tactics that are generally known as "cookie stuffing or forced clicks." These include, but are not limited to:

- Using knowingly expired offers or presenting offers that do not exist or are not affiliate offers.
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- Making claims that a user must click on a link first to activate or receive an offer.
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- Presenting a button that claims to show all offers that sets the affiliate cookie in the background.
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- Technology that generates a click or sets the cookie from the action of copying a coupon code or through a pop under.

COUPON ATTRIBUTION & AUTHENTICATION:

Affiliates whose primary business is posting coupons, who are viewed by the program as being a coupon site and/or who are tagged as coupon in our system. Valid promotions and codes are defined as those that are made available to the affiliate channel in general, through newsletters or the Deals Database on ShareASale, to that affiliate directly/privately. Coupon codes that are not real, expired, or made available to the affiliate are not considered valid codes and the affiliate will not be given commission on these orders.

SUB-AFFILIATE NETWORKS:

Promoting tuft + paw through a sub-affiliate network must be pre-approved via email. To ensure approval, you must be transparent regarding where traffic from your sub-affiliates originated and provide access to all referring URLs, places where our links are listed, and provide contact information in case of program, brand,

and legal violations. Sub-affiliate networks must ensure that all sub-affiliates promoting the tuft + paw program adhere to this program's terms of service. This includes restrictions on advertising through toolbars, browser extensions, and through any paid placements such as a pay-per-click campaigns, and applies to FTC advertising disclosures and all local, national, and international laws. Failure to comply with our sub-affiliate network terms may result in a loss and/or reduction of commission from sales made through any sub-affiliate that does not comply with our program terms and is at the discretion of tuft + paw.

DOMAIN NAMES:

Use of any of our trademarked terms as part of the domain for your website is strictly prohibited (e.g., tuftandpaw.website.com or www.tuftandpaw-coupons.com).

EMAIL ADVERTISING & PUBLICITY:

You will not issue any press release or create any marketing material that states or implies that you are a "partner" with tuft + paw or have any relationship other than as a member of our affiliate or influencer programs. If you intend to promote our Program via e-mail campaigns, you must:

Abide by the CAN-SPAM Act (Public Law No. 108-187) with respect to our Program, including a working unsubscribe link in every email;

Send e-mail on your own behalf and not imply that the e-mail is sent on behalf of tuft + paw;

Send copies of all emails to the tuft + paw affiliate team and must adhere to all brand standards. For more information about CAN-SPAM please review

<https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business>

SOCIAL MEDIA:

Promotion on Facebook, Twitter, and other social media platforms is permitted following these general guidelines:

You can promote offers to your own lists; more specifically, you're welcome to use your affiliate links on your own Facebook and Twitter, and Pinterest pages, among other platforms. For example: You may post, "(ad) Checkout this cat litter that's made from tofu and flushable!"

You ARE PROHIBITED from posting your affiliate links on tuft + paw's Facebook, Twitter, Pinterest, and other company social media pages in an attempt to turn those links into affiliate sales or using our trademarks and brands as hashtags or keywords.

You ARE PROHIBITED from running any social media ads such as Facebook, Twitter, Instagram or Pinterest with tuft + paw's name or other trademarks without prior approval from the tuft + paw team.

You ARE PROHIBITED from creating social media accounts, pages, or posts that in any way copy, resemble, represent, or mirror the look and feel of tuft + paw social media accounts, pages, or posts. You will also not use any means to create the impression that your accounts, pages, or posts are tuft + paw accounts, pages, or posts. Any prohibited actions will result in removal from the Program and return of all prior commissions through said workaround.

FTC ENDORSEMENT GUIDELINES DISCLOSURE REQUIREMENTS:

If you are compensated by tuft + paw in any way for a post (including with cash, credit, discounts, product, contest entries, and so on), you must clearly and conspicuously disclose such compensation. This applies across all media channels. For example, on Instagram, Twitter, Facebook, or Pinterest, if you are promoting tuft + paw, or showing product that was given to you by tuft + paw, you must include #ad prominently in your caption, before any "break" in the text that is shown to viewers of your content, or otherwise conspicuously indicate that you were or may be compensated by tuft + paw.

If you do video content, you must include a verbal disclosure that clearly states how you have and will be compensated before the first mention or visual of any brand featured. Written content including blog posts, descriptions on YouTube or social media posts, ebooks, forum comments, etc... must have a written disclosure before the affiliate link or code that says you earn commissions or referral fees when the person uses your affiliate link or tracking and coupon code. Failure to disclose and follow any of these guidelines will result in the reversal of all commissions regardless of origin and potential removal from the affiliate program.

REVERSAL & COMMUNICATION POLICY:

tuft + paw reserves the right to reverse orders (compensation) due to excessive order cancellations, duplicate tracking, disputed charges, returns, unverified events (including leads, qualified leads, and sales), fraudulent clicks/leads, and program violations as outlined in these terms and conditions. Additionally, if we ask you for clarification or more information on any orders or clicks that we suspect may be in violation of our terms and conditions, we expect that you will respond in a timely and honest manner within 2 business days. Below are violations of our communications policy.

You are not forthcoming, intentionally vague or are found to be lying.

You are not responsive within a reasonable time period (2 business days) and after multiple attempts to contact with information listed in your network profile.

You cannot substantiate or validate the source of your traffic to our program with clear and demonstrable proof. If any of the above apply, then we reserve the absolute right to reverse orders, set your commission to 0% or suspend you from the program for the period of orders in question. We know that many violations are a result of automated processes; however, it is incumbent upon each affiliate to ensure that it has the appropriate checks and balances in place to proactively address these issues and adhere to our program rules.

We reserve the right to reverse commissions at any time for any reason.

If you breach any of these Terms, tuft + paw may remove you from the Affiliate Program immediately and permanently. tuft + paw also reserves the right to withhold, cancel or reverse any and all compensation for transactions not in compliance with these Terms.

PARTICIPATION IN THE PROGRAM, REMOVAL, AND COMMISSION REVERSAL

Participation in the tuft + paw affiliate program is voluntary and we reserve the right to remove you at any time without notice or warning and for any reason. We reserve the right to void or cancel any commission at any time and at our sole discretion without notice.

Branding terms

Brand name should read "Tuft & Paw"