Planet Mutu Limited

Program terms and conditions

Last updated at: 01 Oct 2025

Commission

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

VAT/sales tax Yes

Delivery charges Yes

Credit card fees Yes

Gift wrapping or other service charges Yes

Are any products or product categories excluded from earning commission? Yes

Do you decline commission for any of the following reasons?

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- Program no longer active: Yes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

Other

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?

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:

- Cashback
- Comparison shopping service (CSS)
- Communities and UGC
- Editorial content
- Media brokers
- Ad networks
- Contextual targeting
- Discount code
- Direct traffic
- Retargeting (email)
- Linking via landing pages
- Content creators and influencers
- Direct linking
- Mobile traffic
- Lead generation (content)
- Media content
- Domain parking
- Retargeting (display)
- Shopping directory
- Comparison engine
- Sub networks
- Mobile search
- Lead generation (email)
- Social search

- Social traffic
- Virtual incentives
- Loyalty
- Newsletters

Deduplication

Do you deduplicate against any specific online marketing channels? No

Additional terms

MUTU System Affiliate Terms

(Planet Mutu Limited – Awin Programme)

1. Agreement
This Agreement begins on acceptance of your application and remains in effect until terminated by either party.

Either party may terminate at any time, with or without cause.

These terms are in addition to the affiliate network's terms.

Breach of these terms may lead to immediate suspension or termination, negative feedback on your network profile, and reversal of commissions.

2. Commissions & Attribution
Standard commission:
12% per sale.

Coupon/deal sites (if accepted):
2% per sale.

Lead commission:
0% (no commission on leads).

Cookie duration:
90 days.

Payment:
Monthly via Awin after a 60-day validation period.

Exclusions:
No commission on self-purchases, fitness equipment, event tickets (unless specified), MUTU Kitbags or MUTU Kitboxes, Amazon or third-party purchases. Qualifying sales must occur on mutusystem.com, mutusystem.co.uk or mutumamas.com.

Attribution rules:

Last-click attribution is the default.

Leapfrog technology applies: if a Coupon or Loyalty affiliate closes a transaction after a Content affiliate, the commission reverts to the previous affiliate.

Commission rates may be reduced for traditional coupon affiliates, sub-affiliate networks or shopping-cart abandonment affiliates.

3. Trademark & PPC Restrictions
No PPC/paid search
on MUTU System or Planet Mutu Limited trademarks or misspellings.

No direct linking
from ads to MUTU's domains.

No "trademark + coupon" bidding.

Non-trademark and long-tail terms require prior written approval from the affiliate manager.

Trademarks include
MUTU, MUTU System and any confusingly similar names or misspellings.

You may not register or use domains/URLs infringing or confusingly similar to our marks, nor purchase or contract with third parties to exploit them, including in meta tags.

Permitted use:
You may use “MUTU System” in a display-URL subdomain or path (e.g. yoursite.com/MUTU-System) only if (a) the landing page promotes MUTU exclusively, (b) the domain is not identity-shielded, and (c) no competitor offers appear.

Only use logos, banners and images supplied via the affiliate network interface; do not alter creatives without permission.

4. Promotions & Coupon Codes
Promote only deals or coupons expressly authorised through the affiliate channel.

Misleading text, images or links are prohibited.

User-submitted or emailed coupon codes from other channels are prohibited.

Expired coupons must be removed immediately.

Spyware, adware, parasiteware, browser helper objects, cookie stuffing, and toolbars are not permitted. Full opt-out from toolbars is required.

Paid media buys must be coordinated with the affiliate manager to ensure click quality.

All leads belong to Planet Mutu Limited. Sub-affiliate transactions without referring URLs may be voided.

Vanity code tracking available on request.

5. Tracking & Limitations
MUTU System is not responsible if commissions are lost due to blocked/deleted cookies, existing affiliate cookies, cross-device usage, or other technical limitations beyond our control.

6. Legal Compliance & Disclosures
Affiliates must comply with all applicable laws, regulations and advertising codes in their jurisdiction (including FTC rules in the US, ASA/CAP Codes in the UK, GDPR/PECR on data and cookie consent).

Disclosures must be clear, prominent and placed immediately adjacent to the link or endorsement. In social media posts with a direct affiliate link, “#ad” or equivalent must appear
before
the link or endorsement.

If you receive free product or compensation for a review, you must state so clearly before the review. Example: “Product was provided for free; this review is my honest opinion and includes affiliate links.”

If in doubt, contact the MUTU System affiliate manager.

7. Data Privacy
Affiliates are responsible for ensuring any tracking they use is compliant with data protection and cookie laws in their users’ jurisdictions (e.g. obtaining valid cookie consent where required).

8. Changes & Notices
Planet Mutu Limited may amend these terms at any time with at least 14 days’ notice via the network or email. Continued promotion after changes constitutes acceptance.

9. Intellectual Property
All trademarks, copyrights, and other intellectual property rights remain with Planet Mutu Limited. Affiliates receive only a limited, revocable licence to use provided creatives in accordance with these terms.

10. Tax & Records
Affiliates are responsible for their own tax obligations and for providing any documentation (e.g. W-9, W-8BEN, VAT) required by the affiliate network.

Branding terms

No branding guidelines.