



Ooni (US)

Program terms and conditions

Last updated at: 03 Jun 2024

Commission

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

VAT/sales tax Yes

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 not found with provided info: Yes
- Coupon code not allowed: 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- Program no longer active: Yes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

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:

- Ooni, Ooni Pizza Ovens, Karu 16, Karu 12, Karu 12G, Koda 16, Koda 12, Volt, Volt 12, Fyra 12

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 engine
- Media content
- Shopping directory
- Comparison shopping service (CSS)
- Content creators and influencers
- Editorial content
- Lead generation (content)
- Communities and UGC

Deduplication

Do you deduplicate against any specific online marketing channels? No

Additional terms

PROGRAM TERMS AND CONDITIONS

Affiliates MAY promote Ooni and its products using:

- 1.1.1 Websites and blogs that respect the Website Restrictions stated below (3.)
- 1.1.2 Organic communication on social media pages.
- 1.1.3 Organic communication on video-sharing websites such as Youtube or TikTok
- 1.1.4 Email databases that have been acquired legally and in compliance with GDPR, with all communications to subscribers also compliant with GDPR
- 1.1.5 SMS databases that have been acquired legally and in compliance with GDPR, with all communications to subscribers also compliant with GDPR

1.2 Affiliates MAY NOT promote Ooni and its products using:

- 1.2.1 Any kind of paid advertising on any social media, search engine, or video-sharing sites
- 1.2.2 Online coupons and promotional offers websites

Nexus Restrictions

2.1. Due to Nexus restrictions, we cannot work with affiliates who are based in Alabama, Alaska, Arkansas, District of Columbia, Hawaii, Idaho, Iowa, Louisiana, Maine, Mississippi, Missouri, Montana, Nebraska, New Hampshire, New Mexico, North Dakota, Oklahoma, Oregon, Rhode Island, South Dakota, Vermont, West Virginia, and Wyoming.

Website Restrictions

3.1 Affiliates may not promote Ooni's products on websites that

- 3.1.1 Promote sexually explicit materials
- 3.1.2 Promote violence
- 3.1.3 Promote discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age
- 3.1.4 Promote illegal activities
- 3.1.5 Incorporates any materials that infringe or assist others to infringe on any copyright, trademark, or other intellectual property rights or violate the law
- 3.1.6 Includes "Ooni", "Uuni" or variations or misspellings thereof in its domain name
- 3.1.7 Is otherwise in any way unlawful, harmful, threatening, defamatory, obscene, harassing, or racially, ethnically, or otherwise objectionable to us in our sole discretion.
- 3.1.8 Contains software downloads that potentially enable diversions of commission from other affiliates in our program.
- 3.1.9 You may not create or design your website or any other website that you operate, explicitly or implied in a manner that resembles our website nor design your website in a manner that leads customers to believe you are Ooni Ltd or any other affiliated business.

Paid Advertising Restrictions

- 4.1. Affiliates may not run any kind of paid advertising campaign to promote Ooni or its products on any social media, search engine, or video-sharing site. This includes but is not limited to the following online places:
 - 4.1.1 Facebook, Instagram, Twitter, Snapchat, LinkedIn, Google+, Pinterest, Google (including Google Display Network, Google Shopping, AdWords, and any form of retargeting), Bing, Yahoo, Amazon, YouTube, Vimeo

Competitive Brand Bidding Restrictions

- 5.1. Affiliates may not bid on Ooni's competitors' trademark terms to promote Ooni or its products

Online Coupons and Promotional Offers

- 6.1. Affiliates may not use any coupons or promotional offers to promote Ooni or its products
- 6.2. Affiliates may not promote Ooni or its products on any coupon or promotional offers website

Ad Copy and Landing Page Copy

- 7.1 Affiliates may not use the following in their ad copy or landing page copy:
 - 7.1.1 False advertising or claims that show Ooni or Ooni's competitors in a false or misleading light
 - 7.1.2 Promoting old invalid offers that have expired

Fraudulent Commissions

- 8.1. Affiliates may not use any fraudulent activities, including but not limited to cookie stuffing, link interception, and falsifying orders.

Confidentiality Agreement NDA

- 9.1 You acknowledge that the Project is confidential and that, to enable the Project to proceed, we will need to disclose to you confidential information relating to our business. Given the importance of protecting that Confidential Information, by joining the Ooni affiliate program, you agree that:
 - 9.2 You will store the confidential information securely.
 - 9.3 You will not disclose the confidential information to any third party unless legally compelled to do so.
 - 9.4 The Confidential Information remains our property.
 - 9.5 If for any reason, we do not progress the project, then you will promptly return all documents and materials containing the confidential Information and will destroy any electronic copies of the confidential Information that you hold at that time.
 - 9.6 English law shall apply to this agreement, and the English courts shall have exclusive jurisdiction over any disputes that may arise.

Affiliate Cancellation and Removal Terms

- 10.1 Ooni will serve 30-day notice period to affiliates when being removed from the affiliate program
- 10.2 If affiliates have been inactive for over 3 months, the affiliate will be removed from the program automatically.

Branding terms

No Branding Guidelines