

# PARTYLITE®

## Affiliate Guide

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PartyLite Gifts, Inc. and its affiliated entities and subsidiaries, reserve the right to alter, modify or change any compensation schedule, fees, benefits or other provisions set forth in the PartyLite Affiliate Guide. At least ten (10) days prior written notice will be given to Affiliates regarding such changes. Mailing/Shipping Address:  
PartyLite Gifts, Inc., 600 Cordwainer Drive Norwell, MA 02061

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**Revised March 2022**

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# Welcome to PartyLite!

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*We all have one thing in common: a vision of a brighter world. Our online community is powered by people sharing their passion for home fragrance through the world's brightest and best candles, made with the finest and cleanest ingredients.*

We see all different types of people succeed with PartyLite. Some just love home fragrance and design, some are stay-at-home parents looking to make full-time income, some are creatives looking for extra cash, and people who want to take control of their careers. Whatever your reason, PartyLite is a community dedicated to informing and educating people how home fragrance can inspire their creativity, open the door to new opportunities and help to make the world a brighter place.

## About the Affiliate Program

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E-commerce and social media have emerged as a billion-dollar-a-day social sharing economy for companies to market and sell their products. PartyLite is taking advantage of this new world by creating a simple Affiliate business model that allows you to control your own business without any pressure to maintain the multi-tiered rank and management of consultants associated with traditional direct selling or multi-level companies.

As an independent Affiliate, you will get paid on your online social media marketing and promotional efforts. It's your own business. You can operate your business activities from anywhere, anytime, on your phone, iPad or tablet, at a coffee shop, yoga studio or the couch in front of your computer.

Once you enroll in the Affiliate Program, Affiliates earn commission through sharing their unique URL ("**Unique Affiliate Link**") and are paid on sales volume based on our simple commission structure. There are no quotas or hidden catches!

Share your business with friends and become a "**VIP Affiliate**". VIP Affiliates are Affiliates who build a team of one-level downline Affiliates, and become eligible to earn an additional monthly 5%, 7%, or 10% commission. In order to earn the additional commission, VIP Affiliates must reach a minimum of \$100 in their own Affiliate-generated customer sales during the month.

In addition, should your Affiliates duplicate the model and bring in their own Affiliates (level 2), you will become eligible to receive a further 5% commission on level 2 monthly sales for each level 2 Affiliate added after April 1, 2022, provided that the \$100 minimum threshold has been met.

With our simple business model, there is no starter kit or any inventory to purchase. There are no monthly website maintenance costs, just one low-cost annual enrollment fee.

## Affiliate Rules of Engagement

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The Affiliate Agreement provides the basis of your independent business relationship with PartyLite. Accordingly, you agree to the following:

- You are a minimum of 18 years of age, or age of majority under applicable law.
- You are not acting on behalf of another company, other than one that you own.
- You are not an agent or employee of PartyLite and cannot bind the Company to any obligation, and will not be treated as an employee for any benefits or income tax or withholding purposes.
- You are responsible for tracking and reporting your PartyLite earnings for income tax purposes.

- You are a United States or Canadian citizen, have a valid U.S. or Canadian address, and for US Affiliates, have a valid Tax Identification Number or Social Security Number.
- You are responsible for obtaining any governmental business license or permitting requirements that may be required. Local ordinances and regulations vary among each municipality, state, and provincial governmental agency. It is incumbent upon you to determine whether any licensing or permitting requirements, fees, local ordinances or regulations apply to you.
- You agree to adhere to the requirements in this Affiliate Guide, as well as the terms and conditions in your Affiliate Agreement, the Website Terms & Conditions, and the Privacy Policy, all of which are incorporated by reference herein and made part of this Guide, and which may be updated from time to time.
- You agree that you will at all times positively promote and not disparage PartyLite, its products, programs, representatives, or personnel.
- You agree that should you represent another company or participate in other business activities outside PartyLite, any information, printed materials or other items obtained through your association with PartyLite will be kept separate and not used to solicit, promote, market any non-PartyLite activity. Any use of PartyLite information for non-PartyLite promotional or other activities violates the Affiliate Agreement and this Affiliate Guide and may result in immediate termination of the Affiliate Agreement.
- You agree to protect confidential PartyLite information from unlawful or inappropriate disclosure, or disclosure that would be in violation of your obligations under the Affiliate Agreement.

## Getting Started - Affiliate Account

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PartyLite creates an Affiliate Account for each new Affiliate. You will be assigned an Affiliate ID number to identify your Affiliate Account and you will be notified of this number by e-mail.

**Note:** *An Affiliate ID number is assigned to one individual only and may not be shared.*

Go to your Unique Affiliate Link and log in using your email and password. Go to **'My Account'** and you will find your **'My Business'** virtual office, which includes:

- Your Retail Customer Orders
- Performance Dashboard
- Downline Affiliate Report
- Resource Center

## Enrollment Fee and Affiliate Benefits

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When joining PartyLite, Affiliates pay an annual enrollment fee of US \$50 / CAN\$70. This fee helps to offset costs associated with administration and maintenance of the Affiliate Program, and provides you with the following:

- Exclusive product previews
- 20% off personal full retail purchases
- Unique Affiliate Link
- Earn commissions from 15% – 35%
- Optional PartyLite branded prepaid card for your PartyLite earnings

- Self-guided training
- Promotion and marketing materials
- Social media branding assets
- No credit/debit card processing fees for product purchases

Important benefits are explained in further detail in the following sections, below.

## **Annual Renewal**

After 12 months from the date of your initial enrollment, and every 12 months thereafter, you will need to renew to continue as an Affiliate. Reminder emails and the opportunity to renew your Affiliate Account will begin 30 days before your renewal date. No matter what day you renew, annual renewals will occur on the anniversary of your original enrollment date.

Should you not renew by your renewal date, you will be given 10 additional days to renew. If you do not renew, your account will be closed/deactivated, your customers will be opted out of your *Candle Connection* e-newsletter (see details below) and opted into the Company version. Your one-level downline Affiliates will also be designated as PartyLite House Accounts, meaning that you will no longer earn commission off those Affiliate sales. The same is applicable for second level Affiliates.

If a level one Affiliate of yours does not renew, their level two Affiliates, if any, will remain on your level two.

## **Can I change my Upline?**

No, once an Affiliate is linked with another Affiliate or to the House Account, that affiliation cannot be changed or modified.

## **Unenrolling**

If you choose to no longer be a PartyLite Affiliate, simply contact our Customer Experience Team at [csna@partylite.com](mailto:csna@partylite.com), and request that we cancel your participation in the Affiliate Program. The enrollment fee is non-refundable after 30 days. The re-enrollment fee is non-refundable.

Once removed from the program, your Affiliate Account will be closed, and for VIP Affiliates, your first-level downline Affiliates, if any, will be placed under the House Account. The same is applicable for second level Affiliates.

In addition, both your Affiliate website and your personalized *Candle Connection* eNewsletter will be deleted. Your *Candle Connection* recipients will be unassociated with your Affiliate account and moved to the house account.

*Note: Customer information is confidential and should not be disclosed outside of PartyLite. PartyLite will retain Customer and contact information for itself when you are no longer enrolled.*

If you re-enroll in the future, under your prior or a different upline, PartyLite will either reactivate your previous Unique Affiliate Link or create a new one. Customers who wish to receive *Candle Connection* will need to reenroll through your Unique Affiliate Link. However, for VIP Affiliates you will lose your one-level and two-level downline Affiliates, as they will not be re-associated to you.

## **Closing an Affiliate Account**

At PartyLite's discretion, we may close an Affiliate Account for several reasons including, but limited to:

- Any violation of the Affiliate Agreement, this Affiliate Guide, the Website Terms & Conditions, or the Privacy Policy, and/or any other Company policies, or procedures.
- Accruing an outstanding balance that has not been paid within 60 days.
- Submitting an Affiliate Agreement using another individual's identity or information without their permission.
- Purchasing PartyLite products or paying Affiliate fees using a credit/debit card of another individual without their permission.

If PartyLite closes your account, the measures set forth in the “**Unenrollment**” above, section apply.

## Discount on Personal Purchases

Affiliates automatically receive a 20% discount on all regularly priced products when logged in on your Unique Affiliate Link. Note that Affiliates will not earn commissions on these personal purchases.

## Unique Affiliate Link

As part of your Affiliate Account, PartyLite will create a personal Unique Affiliate Link for you, which we will email to you when you receive your Account ID.

A Unique Affiliate Link is your professional place on the web, and contains updated, consistent and professional messaging, regular site updates, social marketing images and credit card processing. It is also used for directing customers to shop and purchase PartyLite products.

Your Unique Affiliate Link will include your first and last name and will appear in this format:

[www.partylite.com/firstnamelastname](http://www.partylite.com/firstnamelastname)

[www.partylite.ca/firstnamelastname](http://www.partylite.ca/firstnamelastname)

**Note:** Should a site already exist with this name, a sequence number will be added to the end of it.

### Benefits of Your Unique Affiliate Link:

- 24/7 access to online shopping
- Send potential Affiliates to your Unique Affiliate Link to research the opportunity of becoming a PartyLite Affiliate
- Link friends and followers on social media directly to your Unique Affiliate Link to shop online

### Corporate Shoppable Website (PartyLite.com / PartyLite.ca)

Make sure that customers have your Unique Affiliate Link so that they become affiliated with you. This is only way to earn a commission.

- **Customers who already have shopped with an Affiliate:** PartyLite will use a cookie to determine which Affiliate the customer has shopped with most recently. In absence of a cookie or if the cookie has expired, PartyLite will credit the order to the Affiliate with whom the customer last placed an ordered with.
- **New PartyLite Customers who do not have an Affiliate:** These customers will be able to order items on the Company website and those orders will be credited to the House Account. No commissions will be paid on such orders.

## Compensation – Earning Commissions

There are no minimum sales requirements for you as an Affiliate. However, the more you promote, the more opportunity you create to earn. You can easily track your performance in the ‘MyBusiness’ section of your Virtual Office. Below are the current US and Canadian commission tables:

### US (USD)

Monthly Net Sales through your Unique Affiliate Link (Customer Volume)	Your Commission
\$0 - \$249.99	15%
\$250 - \$749.99	20%
\$750 - \$1,499.99	25%
\$1,500 - \$2,999.99	30%
+\$3,000.00	35%

### Canada (CAD)

Monthly Net Sales through your Unique Affiliate Link (Customer Volume)	Your Commission
\$0 - \$349.99	15%
\$350 - \$949.99	20%
\$950 - \$1,899.99	25%
\$1900 - \$3,799.99	30%
+\$3,800	35%

**Boss IT! Booster 1:** Personally sign-up a minimum of 2 new Affiliates with minimum of 100 CV each, in that calendar month, and we will boost your CV earnings on personal sales by 5% for the month (up to 35% maximum)

### Sales Volume

Your sales are separated into the following categories:

**Personal Volume (PV)** – this represents your own purchases, that is, purchases you make for yourself. You will receive a 20% discount on full retail pricing when while logged in on your Unique Affiliate Link. You will not earn commission on these sales.

**Customer Volume (CV)** – this represents purchases of PartyLite products, including gift certificates, that customers make using your Unique Affiliate Link or on the PartyLite company website where a customer’s order has previously been attributed to you. You will earn commission on the net sales.

**Affiliate Volume (AV)** – this is your Personal Volume plus your Customer Volume.

**Team Volume (TV)** – this is the Volume of your first-level (5%, or 7%) and second-level (5%) downline Affiliate(s), if any. You will earn commission on these Net Sales, provided you reach a minimum of \$100 in your own Affiliate-generated customer sales during the month.

### Calculating your monthly personal compensatable sales activity

- You will receive a weekly commission payment for net sales for the 15% minimum compensation percentage during a calendar month.

- You will also receive a monthly commission payment for the remaining monthly net sales under the highest applicable compensation percentage, less the total of weekly payments received for that month.
- VIP Affiliates:** If you have personally recruited one or more first-level downline Affiliates, and you have achieved at least \$100 in monthly Customer Volume net sales, your monthly commission payment will also include a 5%, 7%, or 10% commission on the Customer Volume and Personal Volume net sales attributed to each of those downline Affiliate(s) depending on the amount of level 1 sales and the sponsoring requirement Below is the current US and Canada Level 1 commission tables that you can use to determine your level 1 commission rate.

#### US (USD)

Level 1 Monthly Sales	Percentage of Net Sales to be paid
\$0 - \$1999.99	5%
\$2000 - \$3999.99	7%

#### Canada (CAD)

Level 1 Monthly Sales	Percentage of Net Sales to be paid
\$0 - \$2,599.99	5%
\$2,600 - \$5,199.99	7%

**Boss IT! Booster 2:** Personally sign-up a minimum of 2 new Affiliates in the month (each active with minimum 100 CV in that month) and influence your Level1 Team to generate a minimum of \$4,000 (US)/\$5,200 (CA) (CV & PV) and we will increase your Level 1 Earnings to 10%. If your Level 1 net sales exceed \$4,000 (US)/\$5,200 (CA) (CV & PV), but the sponsoring requirement is not met your commission on Level 1 will remain at 7%.

**Boss IT! Booster 3:** In addition, if your level 1 Affiliates have personally recruited one or more first-level downline Affiliates, and you have achieved at least \$100 in monthly Customer Volume net sales, you will become eligible to receive a further 5% commission on level 2 monthly sales for each level 2 Affiliate signed up after April 1, 2022.

- “Net Sales”** means gross amount that PartyLite receives from customers, other than an Affiliate, for the sale of Products listed on an invoice, less all applicable discounts, rebates, adjustments, credits, returns, or cancellations, and applicable shipping and handling costs, sales, use, or value added taxes, import or export fees, and customs duties, if any.
- Weekly payments will be issued to Affiliate on the Wednesday following the previous week’s sales activity (Mon – Sun), or the next business day if Wednesday is a holiday. A monthly payment for the remaining net sales, along with first and second level downline commissions, if any, will also be issued within 10 days following the end of the previous month. Receipt of payment may take several days to process.
- All customers and Affiliates may return a product for a full refund within 60 days of the date of purchase. Refunds will be deducted from your compensatable sales in the month the refund is processed.

#### Payment of Commissions – PartyLite Pay

- PartyLite has created a payment system designed to provide you with fast, convenient, and reliable access to your earned commission funds. We call this “PartyLite Pay”. You will get paid your way thanks to a multitude of self-serve tools, easy on-the-go access, and automated

payment transfer methods: bank account, PayPal, Venmo, and an optional PartyLite branded prepaid card.

- From desktop to laptop, tablet to smartphone, your PartyLite Pay makes accessing your funds easy- wherever you are.
- You will need to sign up for the PartyLite Pay portal to manage your commission payments. Some nominal fees are charged for this service:
  - A monthly access fee of \$1.50.
  - A one-time card activation fee of \$2.95 for the optional PartyLite branded card.
  - A fee of \$3.00 after an inactivity period of three months, and for each consecutive month of inactivity thereafter. Your account will be considered inactive if you do not initiate a payout of your earnings for a period of three months.

### **Disclosure Statement and Disclaimer on Earnings**

There are no guarantees regarding income or earning potential. The earnings figures and percentages in this guide are a hypothetical illustration of how the PartyLite opportunity functions. PartyLite's estimate of what a hypothetical Affiliate may earn using the lowest available valuation data is between US \$.83 (CAN \$1.13) and US \$391.18 (CAN \$532.00) per year. Calculations for the purposes of this estimate, include all Affiliates who promote PartyLite products which result in customer purchases of products through the Unique Affiliate Link assigned to that Affiliate within a one year period. This estimate is subject to change after six months of operation in North America, and will be updated annually thereafter, as appropriate. This estimated hypothetical figure represents lowest range of compensation estimated to be earned by over 50% of all Affiliates based on current available data, which may or may not be indicative of future results. Actual individual earning results may vary.

## **Self-Guided Training Materials**

To assist you with your business activities, PartyLite offers a variety of tutorials, videos, and guidelines to help you grow your business using social media and online selling techniques. Training materials can be found in the Resource Center under your **'My Business'** section of your Affiliate Account.

## **Promotional & Marketing Materials**

PartyLite's primary method of selling our products includes online social media promotion via the Unique Affiliate Link and through our Company website. As an Affiliate, we will make available to a variety of materials and ideas to help you promote and market PartyLite products.

### **E-commerce Platform**

Marketing images are continuously updated on our e-commerce website. These images are available for your use in promoting PartyLite products to your network on various social media and other platforms. Additional details are contained throughout this Guide.

### **Candle Connection**

*Candle Connection* is an e-mail newsletter that PartyLite customizes with your Unique Affiliate Link and distributes for you and on your behalf to all customers who have registered for Candle Connection. Candle Connection works to drive customers to your Unique Affiliate Link to shop online.



**Note:** PartyLite does not sell e-mail addresses, just the best candles on the market! PartyLite will retain Customer contact and e-mail information for PartyLite business purposes only.

## **Displaying and Promoting Products**

As an Affiliate, you may also promote and display PartyLite products via in person-to-person activities, and attending events such as fairs, bazaars and consumer trade shows, but this is not required. Note, that PartyLite will only pay commissions on customer purchases through your Unique Affiliate Link or through our Company website where a customer already has been associated with you (through previous a purchase using your Unique Affiliate Link). PartyLite does not permit the promotion or sale of our products in brick and mortar retail outlets or at kiosks.

## **Company Trade Names, Trademarks and Logos**

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The Company's trade names and trademarks, including "PartyLite<sup>®</sup>", "PartyLite Gifts<sup>®</sup>", and various PartyLite logos are the exclusive property of PartyLite. The trademarks are registered with the United States Patent and Trademark Office, and other international governmental registration agencies and offices. All unauthorized use is a violation of the Affiliate Agreement and this Affiliate Guide, may result in immediate termination of your Affiliate Agreement. Unauthorized use may also violate federal and international laws. PartyLite reserves all of its rights under applicable law.

### **Copyrights**

All works that Affiliate creates or prepares using the "PartyLite" name or Company logos are deemed to be copyrighted material and a work made for hire. PartyLite retains ownership of all such copyrights. You may use Company trade names and trademarks only in accordance with the rules set forth below and elsewhere in this Affiliate Guide. PartyLite may revoke or alter any permission to any Affiliate as the Company deems appropriate.

### **Licensing Permission**

Company-approved materials, images, and messaging for advertising furnished by the Company using PartyLite trade names, trademarks and logos are available for Affiliate's use and may be used only as intended for the promotion and marketing of PartyLite products. You may use these materials to promote your business activities in print, on social media, and in online business directories in accordance with the policies under this Affiliate Guide.

#### **Materials Include:**

- Product images and product descriptions on the PartyLite company website.
- Company-provided sales literature, supplies, and brochures, letterhead, envelopes, business cards and address labels utilizing Company-approved trade name, trademarks and logos, which the Company may supply in its sole discretion.
- Materials can be purchased through an authorized licensee of the Company or through other resources, which the Company will provide to you, using only approved trademarks and logos. All materials must be used with approved language indicating that you are an independent PartyLite Affiliate.

### **Limitations on Use of Company Name**

Except as provided in this Affiliate Guide, you may NOT use PartyLite trade names, trademarks, logos, copyrighted designs, images or symbols without the Company's expressed written permission.

You are not permitted to take any action that will injure or tend to dilute any PartyLite mark, and you will not engage in any unfair or unethical trade practice, including the use of confidential information for any competitive purpose, either with or without using any Company trade name or trademark.

Affiliates may not use PartyLite's trademarks or trade names, or any variation, on personal checking accounts, checks, or credit card accounts. Marks may not be used on any online or print advertising material promoting your independent business, except where such materials are used solely for promoting PartyLite and its products.

## Social Media Communications Policy

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Promoting your PartyLite business in print or online through business directories and all forms of social media is not just a reflection of you, but also reflects PartyLite and every fellow PartyLite Affiliate.

PartyLite has developed this Social Media Communications Policy to provide rules and guidelines that respect and protect the Company and assist you in using online tools to promote your PartyLite business activities.

It is every Affiliate's responsibility to investigate and understand the business practices of those they advertise and promote their business with.

### General Requirements

Affiliates are required to adhere to the following rules:

- Affiliates are not permitted to refer to themselves in such a way that would lead anyone to believe that they have control over a geographic area.
- An Affiliate must comply with the following conditions when using the "PartyLite" name or any of our logos on all social media and personal websites:
  - An Affiliate must clearly identify herself or himself as a "PartyLite Affiliate" in all references to her or his affiliation with PartyLite.
  - An Affiliate may use PartyLite approved product images and images posted by PartyLite on its social communications sites, which may be shared with Affiliates.
- Affiliates **may not** engage with advertisers that use business practices and functionality that interrupts a visitor's online browsing or shopping experience on any PartyLite website.
- Affiliates may prepare user-generated content for promotional and marketing purposes, so long as such content follows the foregoing requirements, as well as other rules set forth in this Affiliate Policy.

### Social Media Manners

Below are common-sense tips for good manners and online etiquette:

- Do not write or post anything that might reflect negatively on PartyLite;
- Be honest and use your best judgment in all situations;
- Always be professional, especially when accepting criticism;
- Always be aware of, and protect, confidential PartyLite information and personal information belonging to other Affiliates and customers.

**Note:** *PartyLite does not endorse any Affiliate's social media sites or its contents.*

## Prohibitions Regarding Social Media Websites

You are prohibited from using social media or other Internet connections in any manner that violates any PartyLite policy, including but not limited to Company policy prohibiting the disclosure of confidential information whether online or otherwise.

You are personally responsible for the material you post on social media, whether it is a blog or website. If you maintain a social media site, you may be held responsible for content posted on that site by third parties. You are encouraged to monitor and/or restrict such third-party content on all websites and social media sites you maintain.

When posting or adding comments on any PartyLite company social media site or website, you must avoid soliciting business for yourself. To keep PartyLite sites engaging for all Affiliates and visitors, please adhere to the following:

- Do not post your Unique Affiliate Link or post links to any other website or social media site.
- Avoid posting any personal or business contact information, including address, phone number, e-mail or city you live in. We will remove posts containing such information.
- Do not encourage others to contact you.
- Help keep comments, links, photos and videos focused on being a PartyLite Fan. Do not publish negative posts about other brands. We will remove any such post, link, photo, or video.
- By submitting posts, links, photos, videos and captions, you grant PartyLite permission to publish them anywhere at any time, with all editing rights as PartyLite deems appropriate. Your submission of these materials means you have obtained all necessary consents.

## Commenting on Social Media Sites

- You may, provide “status updates” or otherwise comment on social media sites concerning your promotional activity, but, in so doing you must not misrepresent your relationship with PartyLite.
- State only truthful comments about your experiences working as an Affiliate with PartyLite or using PartyLite products, and never state false or misleading information about PartyLite or our products.
- Refrain from including content or material that may be construed as offensive, distasteful, controversial or otherwise reflect poorly on PartyLite or your promotional activity.
- Do not make actual or implied earnings claims. Do not post anything that refers to how much money you earn or represent to others how much she/he may earn if that person were to also become a PartyLite Affiliate.
- If you choose to make product claims, use only the exact claims language found in approved Company literature or official websites.

## Advertising for Affiliates

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### **Advertising is a business investment with tremendous potential but no guarantees.**

The best advertising to grow your business continues to be through social networking and “word of mouth”. Additionally, your commitment to provide outstanding professional service and follow-up is invaluable to growing your business! Affiliates will need to determine for themselves whether the costs of advertising will provide a good return on their investment.

Word-of-mouth marketing is done person-to-person, on blogs, through brand advocates (online Customers!) and through social communications like Facebook, Instagram, Twitter and LinkedIn.

Because of that, there is an increasing value in networking and advertising your business online and through social media forums, such as Facebook, Twitter, Instagram and Pinterest. Rules and Guidelines for managing your social media provided below and in the Social Media Communications Policy Guide.

## Promoting your Unique Affiliate Link through Search Engines

Search engines such as Google or Yahoo, are regularly used by consumers to search for websites. There are two types of results that typically appear in search engine queries – organic and paid listings.

**Organic listings** are based on the search engine’s proprietary algorithm that will display results based on relevancy. To provide all PartyLite Affiliates with equal opportunities to grow their online business, Unique Affiliate Links will not appear in the results for organic searches and are not searchable.

**Paid listings** are search results that are identified as “Ad” or “Sponsored Links” or “Sponsored Sites” and are displayed based on a combination of price paid for display and relevancy. PartyLite actively bids on paid search terms to enhance overall search effectiveness and drive potential customers to PartyLite websites.

- In order to maintain fairness and equity, Affiliates **are not** permitted to bid on or use “PartyLite”, “PartyLite Gifts” or other trademarks of PartyLite (including, for example, “GloLite by PartyLite”, “Clearly Creative”, “World’s Brightest Candle”, etc.) or the PartyLite logo in any form of paid search listings. This includes search terms and advertising text.

## Use of the word “Official”

Affiliates are prohibited from using the word “Official” when engaging in social media activities online or in any other media.

In its place, PartyLite approves of the use of the word “authorized” and “independent”:

### Examples of acceptable terms

Authorized PartyLite® Store  
Authorized PartyLite® Online Store  
Authorized Online Shop Site  
Authorized PartyLite® Shop Site  
Authorized Shop Site

### Examples of unacceptable terms

Official PartyLite Store  
Official PartyLite Online store  
Official Online Shop Site  
Official PartyLite shop site  
Official Shop Site

## Linking Policy

Linking to your Unique Affiliate Link from another website, such as Facebook, Instagram, Twitter, Etsy, your personal website or local message boards, for example, can be a great way to share information about your PartyLite business. If you choose to link to your Unique Affiliate Link, you must follow the policies below:

- A. You may not link your Unique Affiliate Link, or PartyLite.com or PartyLite.ca websites, with any third-party website that:
  1. Implies, either directly or indirectly, that PartyLite is endorsing any content on the third-party website or otherwise misrepresents its relationship with PartyLite;
  2. Contains content or material that could be construed as illegal, offensive, controversial or distasteful (all linked websites must only contain content that is appropriate for all age groups);
  3. Contains defamatory or derogatory information concerning PartyLite, its products or information, which may cause reputational injury to PartyLite;

4. Presents false or misleading information about PartyLite, its products or the opportunity.
- B.** In the event that cease to be an Affiliate, you must remove, or cause to be removed, the link(s) from all webpages where your Unique Affiliate Link was inserted.
- C.** If you are link your Unique Affiliate Link, you may use one of the following approved link texts:
1. “Shop PartyLite Your Way with me, your PartyLite Affiliate.” <insert your PartyLite URL>
  2. “Shop PartyLite Your Way, your PartyLite Affiliate.” <insert your PartyLite URL>
  3. “Love candles? So do I! Shop PartyLite Your Way, your PartyLite Affiliate.” <insert your PartyLite URL>
  4. “Candle Obsessed? Me to! Shop today!” <insert your PartyLite URL>
- D.** Should you wish to create your own status updates and comments that have links to your Unique Affiliate Link you may do so by adhering to the Social Media Communications Policy

### **Third Party Marketplace Marketing Policy**

As part of generating more leads and new customers for your business, PartyLite utilizes third party marketplaces for marketing programs. You may see PartyLite offers and promotions on sites like Rakuten. From time to time, there will be exclusive coupon codes and/or offers to help drive more customers to PartyLite websites. Affiliates are not eligible to purchase PartyLite products using any of these promotional codes. Affiliates may not advertise on any Third Party Marketplace websites that already have PartyLite listed as an advertiser.

### **Use of Approved Copies and Images:**

PartyLite Affiliates may use promotional materials and images from approved PartyLite websites . In all instances where approved imagery and copies are used, the words, “PartyLite Affiliate”, must be prominently displayed. As a PartyLite Affiliate, you are responsible for the verbal or written representations you make to customers and potential new Affiliates concerning PartyLite and its products. You may not compare PartyLite products or the Company to any other company or their products. To ensure you are providing your customers with correct information, we suggest you review your presentations to determine the accuracy of your information.

***Note:** PartyLite selectively monitors all avenues of advertising to ensure appropriate messaging and has the right to request removal of any presentation or visuals that are deemed inappropriate to our core values and brand.*

### **Registering your business with online and print Business Directories.**

This practice does not require PartyLite pre-approval, provided the guidelines below are followed.

The online profile you create in any business directory must clearly identify you as an independent PartyLite Affiliate. You may not link readers to the PartyLite company website. Additionally, linking readers from these directories to any site other than your Unique Affiliate Link is not allowed.

### **Example of an approved Business Directory Listing:**

PartyLite Independent Affiliate Name  
 Your Street address #1  
 Your Street address #2  
 City, State/Province Zip / Postal Code  
 Your phone #  
 Your e-mail address

www.partylite.com/firstnamelastname / www.partylite.ca/firstnamelastname  
Hours of availability  
Additional contact information (phone #, fax #)

## Unauthorized Internet Listings

You may not list PartyLite products for sale on any online retail, auction, or flea market sites, including but not limited to eBay, Amazon, Craigslist, Groupon, and Living Social. Such use is a violation of your Affiliate Agreement and may result in immediate termination of your Affiliate agreement with PartyLite.

You may promote your Unique Affiliate Link on blogs, vlogs, social networking sites, personal websites and other public internet communications means. Websites based on user participation and user-generated content, including but not limited to Facebook, Twitter, Instagram, Pinterest, WhatsApp, SnapChat, LinkedIn, TikTok, and YouTube, are allowed.

Please note that, by allowing Affiliates to participate in Internet-based, social communications and advertising, PartyLite is not endorsing any of these forums.

- An Affiliate may not use any PartyLite trademark name or logo in a website URL address, social media page or site name or personal website. This includes PartyLite® or any other trademark name belonging to PartyLite.
- You may link to the PartyLite company website from any social media site, but to build your followers, you will want to link from your social media sites to your Unique Affiliate Link (Never post a link to your Unique Affiliate Link on the Corporate PartyLite Facebook Page or any other Company owned social media site.)
- An Affiliate may advertise charitable events, such as the American Cancer Society Relay For Life on free online communities, including Facebook, Instagram or blogs. However, the Affiliate must include "PartyLite Affiliate" in the ad.
- If you use product claims, use only the exact claims found in approved Company literature or our official website(s).

## Damage Claims

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If a customer informs you as an Affiliate that a PartyLite product damaged their personal property or caused them personal injury, instruct the customer to contact the Company at: [ClaimInfo@PartyLite.com](mailto:ClaimInfo@PartyLite.com). A Company representative will follow up with the customer/claimant. Please do not make any promises regarding how PartyLite will handle the claim.

## Privacy and Confidential Information Policy

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As a PartyLite Affiliate, you will receive Personal Information from and about customers. Keeping their Personal Information secure not only helps to ensure your compliance with the law, but it also helps you to maintain current and potential customers' trust, which is an important factor in your success. Please see the PartyLite Privacy Policy available on the PartyLite website.

## Year-End Tax Reporting

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All Affiliates independent contractors, not employees of PartyLite. Therefore, it is your responsibility to track and report your PartyLite earnings for any governmental tax filing requirements you may have.

## For US Affiliates

**\*\*\*Effective for calendar year 2020 the IRS requires that independent contractors be issued a Form 1099-NEC for Nonemployee Compensation\*\*\***

Since you are not an employee, PartyLite will not issue you a Form W-2 at the end of the year, but instead will send you a Form 1099-NEC (Nonemployee Compensation) if one is necessary. Form 1099-NEC is a tax form required by the IRS for independent contractors who earn \$600 or more in income within a calendar year.

PartyLite will issue a Form 1099-NEC annually at the end of January to all US Affiliates who meet this threshold. If you do not meet this threshold, PartyLite will not issue this form. Beginning January 2022 these forms will be available through your PartyLite Pay portal.

## For Canadian Affiliates

PartyLite will provide a Consultant Activity Statement to those Affiliates who have \$1,000 or more, in CV and have received one, or more, award in the calendar year. Affiliates may request a Statement by contacting Customer Support by e-mailing the Company at [csna@partylite.com](mailto:csna@partylite.com).

# Customer Support Contact Information

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Our Customer Experience Team is available via e-mail at [csna@partylite.com](mailto:csna@partylite.com). Please allow 48 business hours for a response.

The online Help Center is available 24/7 to help answer your questions through articles and FAQ's at the below links:

<https://consultantservices.zendesk.com/hc/en-us>

<https://consultantservices.zendesk.com/hc/fr-ca>

[Or from the footer on your Unique Affiliate Link, \[www.partylite.com\]\(http://www.partylite.com\), or \[www.partylite.ca\]\(http://www.partylite.ca\).](#)