

## Welcome to the **ghd Pro Affiliate Program!**

This is more than a partnership between you and **ghd**, it is a celebration of your artistry, your voice, and your influence in the professional styling community. As a **ghd** affiliate, you will play a key role in amplifying our mission: to empower stylists and clients alike with innovative tools for Good Hair Days every day!

Here is what we expect from you as a **ghd** Affiliate:

### **Terms of Participation**

1. **ghd** expects you to post at least once on your IG Grid within 30 days of setting up your affiliate account.
2. After the first post goes live, you are free to take part in as many **tasks or challenges** as you please.
3. Each **task** rewards you with points which enable you to level up through each tier of the program.
4. Each time you level up you will unlock bigger and better rewards and exclusive community perks, so don't forget to continually share the **ghd** love! Whether it is a styling tutorial, a product spotlight, or a behind-the-chair moment—we want to see your creativity shine.

### **Content Expectations**

When posting on social media, you must include:

- a) tags to all relevant **ghd** channels IG (@**ghdnorthamerica**) TT (**ghd\_usa**) YT(**ghd\_northamerica**)
- b) brand hashtags **#ghdhair**, **#ghdproaffiliate**
- c) imagery that is respectful and appropriate for all audiences.

When posting on social media, you must not include:

- a) references to products/services from any other brands.
- b) mentions, images or references to any offensive, harmful, or illegal content.
- c) degenerative comments towards competitors, employees, social personalities or religious characters.
- d) content that infringes on the intellectual property rights or privacy of any third party.

As a member of the **ghd Pro Affiliate Program**, you are agreeing that any content you submit to the program may be used and re-purposed by **ghd** for promotional, marketing and advertising purposes, both online and offline, without any compensation beyond the benefits provided as part of **ghd Pro Affiliate Program**.

Wherever possible, **ghd** will credit you as the creator of the content by using your social media handle, name or username. However, due to technical limitations or space constraints, explicit attribution may not always be possible.

## **Termination**

You or **ghd** are able to delete your **ghd Pro Affiliate Program** account at any time. Your partnership may be terminated by **ghd** if:

1. You fail to post at least once on your IG Grid within 30 days.
2. Your account is inactive for a period of **4 months** or longer.
3. You sell, transfer, license or assign your rewards, account, submissions, reward credits, loyalty points or any account rights (or attempt to do any of the same) to anyone other than yourself.
4. You fail to meet the program expectations, which may include but is not limited to:
  - a) posting or submitting content that is of low quality.
  - b) posting or submitting content that doesn't adhere to our guidelines.
  - c) posting or submitting content that doesn't meet the terms outlined in the Terms of Participation.

If you are aligned with all of the points mentioned above, let's get you started!