



## DiveAssist Affiliate Program Policies

All DiveAssist Affiliates are required to complete this agreement and remain in compliance with these terms. This list contains everything you need to know to be a DiveAssist affiliate, including resources, recommendations, and some fun legal stuff.

If you are not yet part of the DiveAssist Affiliate Program, you can apply [here](#).

### Getting Started / Resources

**1. Affiliate Start-UP:** We have put together this [Start-UP](#) to walk you through how to begin promoting DiveAssist insurance membership, including tips and tricks, how to use your portal, and where to access links and assets. This will be your go-to resource for all things the affiliate program.

**2. Account:** You can log into your account at any time and track your clicks and referrals at [affiliate.diveassist.org/login](http://affiliate.diveassist.org/login)

**3. Need anything else?** If you ever need anything else or have questions, feel free to reach out to the team at [info@diveassist.org](mailto:info@diveassist.org)

### Commission

**1. Commission Rates:** You receive a flat-rate commission based on the member's/customer's purchase

Scubamedic Basic Annual: Euro 5

Scubamedic Classic Annual: Euro 5

Pro Diver Liability Annual (1.000.000): Euro 5

Pro Diver Liability Annual (3.750.000): Euro 5

For example, if you refer a customer and they purchase a Scubamedic and Pro Diver coverage together as their first purchase, you will receive Euro 5 + Euro 5 for a total of Euro 10.

### 2. Limitations:

a. You receive commission for the first purchase made by a new customer who is not in an active sales process with us at the time of the affiliate link click.

b. The customer needs to be an active member, with a membership profile and account. The payment done must be confirmed by Sagepay.

c. The customer must land on and sign up on a [diveassist.org](http://diveassist.org) landing page to be properly tracked.

d. Affiliate links rely on cookies to track sales so the customer cannot have cleared their cookies.

e. Only affiliate links can be used to track sales. Incorrect use of affiliate links will cause inability to track referrals.

There are several other limitations that may result in commission not being paid - we encourage you to read the [Marketing Affiliate Program Agreement](#) for more information on this.

**3. Upgrades/downgrades:** You do not receive additional commission if a customer upgrades to a higher insurance coverage in the future. You also do not lose commission if they downgrade to a lower insurance coverage in the future.

**4. PayPal:** Be sure to add your PayPal email to your Ambassador profile so we can send you your commissions. We pay commissions on the 25th of each month for commissions that qualified in the month prior.

**5. Attribution:** In the event a single customer clicks two different affiliate links, the first affiliate gets the credit

**6. Cookie Window:** 90 days of clicking your affiliate link



### 1. DiveAssist Branding

Do:

Use the language and assets we have provided you in the affiliate tool

Capitalize the “A” in “DiveAssist”. You would be surprised at how many times that does not happen.

Do Not:

Use false or misleading statements on the benefits of using DiveAssist (e.g. “Get the best insurance coverage ever on the market with DiveAssist”)

Modify or adjust the DiveAssist wordmark or logo in any sort of marketing material you might create, including the creation of any visual badges or dual-logo lockups.

## **2. What to call yourself**

As we have multiple ways to partner with DiveAssist and several ways to reference those relationships, here are some guidelines around what you can and cannot call yourself within the DiveAssist Affiliate Program.

**Do:** Say you are a “DiveAssist Marketing Affiliate” or “Marketing Affiliate” or “DiveAssist Trade Affiliate”.

**Do Not:** Refer to yourself as a Partner or that you’ve “partnered with DiveAssist.” This includes press releases, references in videos, listings on your website, or in any other marketing material you may be using.

## **3. Buying Ads**

You will not purchase ads that direct to your site(s) or through an affiliate link that could be considered as competing with DiveAssist’s own advertising, including, but not limited to, our branded keywords.

## **Policies that do not fit into the other buckets**

**1. Survey Participation:** We would encourage you to participate in any Affiliate-specific NPS surveys, industry surveys, marketing surveys, etc. as we request.

**2. Sharing Placements:** When requested, you will share the places you have used your affiliate link. This includes, but is not limited to, links, screenshots, and email sends.

**3. Purchasing DiveAssist yourself:** One of the benefits of the Affiliate Program is we do not require you to purchase DiveAssist products. Though if you decide to purchase, we require that you do not use your own affiliate link.