

EUROWINGS (General principles and guidelines)

The following principles apply to the affiliate program of Eurowings Aviation:

The affiliate partner guarantees to not send any paid or unpaid traffic directly to the Eurowings Aviation websites.

The affiliate partner may not place banners or hyperlinks on websites or pages within sites that imply the following content or represent similar content on the website:

- Political content
- Erotic content or pornography
- Paid mailer
- Non-German-language pages, unless the banner or hyperlink links to a corresponding country domain of eurowings.com
- Any form of discriminatory content
- Offensive, extremist, radical political or youth-endangering contents

Furthermore, the representation of Eurowings Aviation websites within a website of the affiliate is not permitted ("framing"/iframe).

Search Engine principles

Providing nothing to the contrary is agreed upon in writing with Eurowings Aviation, the affiliate partners are not allowed to advertise the protected Eurowings brand names in search engines (search engine marketing) as well as to optimize their website on the Eurowings brand names (search engine optimization).

This applies to the brands "Eurowings" as well as "Germanwings", any form of misspelling as well as combinations with additional search terms.

The following incomplete list provides an overview of possible modifications of the brand names:

- eurowings
- germanwings
- germanwings
- german-wings
- euro-wings
- eurowings
- www eurowings de
- www eurowings de
- eurowings com
- www.eurowings.de

- www.eurowings.com

Purchase of domains

The partners are not allowed to register domain names related to Eurowings Aviation.

E-mail policies

All forms of unwanted e-mails, so-called "SPAM mailings", are not permitted within the Eurowings Affiliate Program. All e-mails sent on behalf of Eurowings Aviation require authorization from zanox or Eurowings Aviation.

The distribution of e-mails or newsletters referring to Eurowings Aviation, must be expressly approved (in writing) by zanox or Eurowings.

Creatives

Any creative material (banner or similar) that is not provided by zanox or Eurowings Aviation must be approved before publication by zanox or Eurowings Aviation.

Affiliate partners are allowed to use official Eurowings Aviation materials which are published on the Eurowings Aviation websites without prior approval.

Discounts and vouchers

The affiliate partners may only use discount codes or vouchers provided directly by zanox or Eurowings Aviation as part of the affiliate program.

Discount codes or vouchers, which are exclusively created and used by other marketing channels of Eurowings Aviation, may not be used without the written permission of zanox or Eurowings Aviation.

Social media

Affiliate partners are not allowed to advertise own websites on the official Facebook page of Eurowings Aviation (www.facebook.com/eurowings).

Furthermore, affiliate partners are not permitted to act as Eurowings Aviation on any social media platforms or to misuse the brand name.

The partners are allowed to advertise Eurowings Aviation on their own websites in social media networks.

Display Advertising

The affiliate partners are responsible for all display activities related to Eurowings Aviation advertising regardless of whether the websites are owned by the partner on which the ads are posted.

Eurowings Aviation reserves the right to withhold commission payments in the event of violations of the present Terms and Conditions. All conversions, sales, or leads generated by abusive action will be canceled. Eurowings Aviation GmbH reserves the right to claim damages in case of abusive use.