

THE ULTIMATE AFFILIATE COMPLIANCE CHECKLIST



The "Account-Saver" Guide to Privacy Policies, Disclaimers, and Ad Network Safety

1. WHY COMPLIANCE IS YOUR "AD INSURANCE"

In the world of affiliate marketing, traffic is your lifeblood. Whether you use Facebook, Google, YouTube, or TikTok, these platforms have one thing in common: They hate deceptive marketing.

If your landing page looks like a "get rich quick" scheme or hides the fact that you are earning a commission, ad network bots will flag your URL. Once your URL is "blacklisted," every ad account you own—and any you create in the future—could be terminated.

Being compliant does three things:

1. Protects Your Accounts: Google and Meta (Facebook) favor "transparent" advertisers.
2. Builds Trust: Visitors are more likely to buy from someone who is honest about their affiliate relationship.
3. Future-Proofs Your Business: As laws like GDPR (Europe) and CCPA (California) tighten, you'll already be ahead of the curve.

2. THE "BIG THREE" ESSENTIAL DOCUMENTS

Every single page you build should have a footer containing links to these three documents. Without them, you are essentially "invisible" to ad networks (and not in a good way).

A. The Privacy Policy

This tells the visitor (and the bots) exactly what data you are collecting (emails, cookies, IP addresses) and what you plan to do with it.

- Must Include: How you use cookies, your autoresponder details, and how a user can request their data be deleted.

B. The Terms of Service (ToS)

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This is the "contract" between you and the visitor. It states that by using your site, they agree to your rules.

- Must Include: Limitations of liability and a statement that the user is responsible for their own results.

C. The Affiliate Disclaimer (The Most Important!)

The FTC (Federal Trade Commission) requires that you disclose your "material connection" to a product. If you stand to make money from a recommendation, the reader must know before they click.

3. THE FTC "CLEAR & CONSPICUOUS" FRAMEWORK

The FTC doesn't just want you to have a disclaimer; they want people to actually see it.

The Golden Rules of Placement:

- Don't Hide It: You cannot use light gray text on a white background. It must be readable.
- Near the Link: While a footer link is required, it is best practice to have a small disclosure near your "Call to Action" button.
- Plain English: Avoid complex legalese. Use words like "ad," "sponsored," or "affiliate link."

4. "FILL-IN-THE-BLANK" TEMPLATES

Copy and paste these into your page footer or a dedicated "Legal" page. Replace the [Bracketed Text] with your specific details.

Template 1: The Universal Affiliate Disclaimer (Short Version)

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"Disclosure: Some of the links on this page are affiliate links. This means if you click on the link and purchase the item, I will receive an affiliate commission at no extra cost to you. All opinions remain my own."

Template 2: The Earnings Disclaimer (For Wealth/Biz-Op)

"Every effort has been made to accurately represent this product and its potential. However, there is no guarantee that you will earn any money using the techniques and ideas in these materials. Examples in these materials are not to be interpreted as a promise or guarantee of earnings. Your level of success in attaining the results claimed in our materials depends on the time you devote to the program, your finances, knowledge, and various skills."

Template 3: Simple Privacy Policy (Core Elements)

"At [Your Site Name], we value your privacy. We collect your email address only for the purpose of sending you the information you requested. We do not sell or rent your data to third parties. We use cookies to improve your browsing experience. You may opt-out of our emails at any time by clicking the 'Unsubscribe' link at the bottom of any message."

5. AD NETWORK SPECIFICS (FB & GOOGLE)

For Facebook (Meta) Ads:

- Physical Address: Facebook likes to see a physical or business mailing address in your footer. It proves you are a real entity.
- Contact Us: You must have a way for people to reach you (an email address or a contact form link).
- No "You" Language: Avoid headlines like "Are YOU broke?" (Facebook considers this "Personal Attributes" targeting and will ban you).

For Google Ads:

- Bridge Page Policy: Google dislikes "thin" bridge pages. Ensure your page has actual value (a review, a video, or a checklist) rather than just a "Click Here" button.
- Navigation: Your legal links must be clickable and functional. Broken legal links are a fast-track to a "Site Suspended" notice.

6. THE 10-POINT COMPLIANCE CHECKLIST

Run this check before you send a single visitor to your page:

1. Footer Links: Are Privacy, Terms, and Disclaimers linked in the footer?
2. Affiliate Disclosure: Is there a clear statement that you earn commissions?
3. No Income Guarantees: Have you removed words like "Guaranteed Profit" or "Easy Millions"?
4. Working Links: Do all your legal links actually open to the correct pages?
5. Contact Info: Is there an email or contact link for support?
6. Cookies: If you use tracking pixels (FB/Google), does your Privacy Policy mention "Cookies"?
7. GDPR Check: If targeting Europe, do you have an "Accept Cookies" banner?
8. Contrast: Is your legal text readable (not hidden)?
9. Unsubscribe: Does your autoresponder include a clear unsubscribe link?
10. Brand Clarity: Is it clear that your page is *not* part of Facebook or Google? (e.g., "This site is not a part of the Facebook website or Meta Platforms, Inc.")

7. FOOTER DESIGN STRATEGY

To maintain a high-converting page while staying compliant, follow this layout:

- Row 1: Copyright © [Year] [Your Business Name]. All Rights Reserved.
- Row 2: [Privacy Policy] | [Terms of Service] | [Contact Us] | [Affiliate Disclosure]
- Row 3 (Small Text): This site is not a part of the Google, Facebook, or TikTok websites. Additionally, this site is NOT endorsed by Google, Facebook, or TikTok in any way.