Four key things brands and influencers need to know:
UK advertising rules and affiliate marketing

What is affiliate marketing?
Affiliate marketing is a way for a business to sell its products by signing up individuals or companies, aka “affiliates”, who market the business’s products for a commission. Affiliates typically place ads, promotional codes and links online that direct consumers to the website of a company.

How do the UK Advertising Codes apply to affiliate marketing?
The advertising rules say that:
• all marketing communications should be obviously identifiable as ads
• marketing communications must not falsely imply or claim that the marketer is acting as a consumer and must make their commercial intent clear

In instances where there is an affiliate marketing arrangement in place, you need to make it clear whether parts or all of the content is an ad.

Recommendations for identifying affiliate marketing content

START

Is it already obvious that it’s an ad?

NO

Is all of the content about an affiliate linked product or products?

NO

Is all of the content about an affiliate linked product or products?

YES

No action required.
Some forms of affiliate marketing will be allowed.
Who is responsible for following the rules?

Are you a brand using affiliate marketers?
It is your responsibility to know who is promoting your products, where they are promoting them and that your affiliates are following the advertising rules.

Are you an affiliate for a brand or business?
You are also responsible for ensuring that your content is correctly labelled and follows the advertising rules.

For more information about declaring ads on social media please visit asa.org.uk/influencers