



Bitdefender Search Engine Marketing Policy for Partners and Affiliates

The content of this document is confidential and classified as Bitdefender's Proprietary Information.

Keywords

Trademark used as single Keyword

- Use of the trademark "Bitdefender" & "Bit Defender" is prohibited
- Use of any variations or misspellings or misspelling variations of "Bitdefender" is prohibited
- Use of trademarked product names of Bitdefender (for example Internet Security or Total Security) is allowed.

Trademarks used in Keyword Combinations

- Use of the trademark "Bitdefender" in combination with other keywords is prohibited
- Use of any variations or misspellings variations of "Bitdefender" in combinations with other keywords is prohibited.
- Use of trademarked product names of Bitdefender in combination with other keywords is allowed (for example: total security for PC's).

Adtext

- "Original" or "Official" cannot appear in any ad titles or descriptions
- Trademark "Bitdefender" or a trademarked product name can appear in adtext, including headlines.
- Any variations or misspellings or misspelling variations of "Bitdefender" or trademarked product names of Bitdefender in the ad text are not allowed
- Using the registered symbol (R), (TM) or (C) symbol is prohibited
- Direct Linking to Bitdefender's Website is not allowed
- The Display of prices, coupons and rebates is prohibited

Landing Pages

- The Bitdefender website cannot be framed by a partner or affiliate landing page using iframes or any other kind of similar technique.
- Partners and affiliates need to make sure, that the look & feel differ from the actual website of Bitdefender
- Partners and affiliates need to display their own logo and contact information

Target Group

This SEM Policy is valid to all Bitdefender Affiliates and Partners wishing to advertise on Search Engines.



Fraud Management

- Disregarding this Policy will be documented by the Online-Marketing Team of Bitdefender
- Violation of this rules result finally in termination of affiliation with Bitdefender.
- A 3-Step-Rule will be implemented:
 - First Time: Friendly Reminder about our Policy
 - Second Time: Cancelation of all relevant transactions
 - Final: Cancelation of all relevant transactions and termination of partnership