

How to create a **disclaimer** for Amazon Associates

amazon



Disclaimer: Legal information is not legal advice

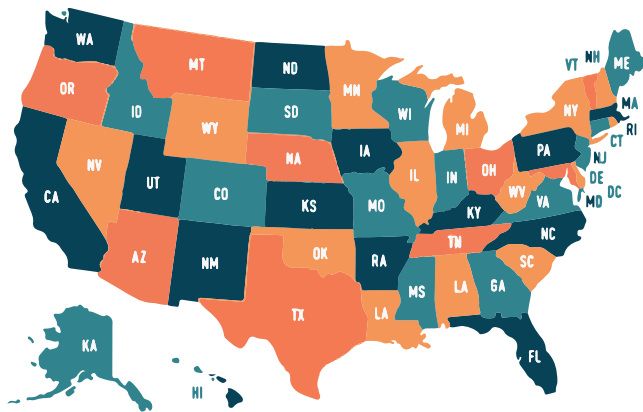
Before you sign-up you need to know the Amazon Associates Program Operating Agreement

Section 5 of Amazon Associates Agreement requires you to have a disclaimer to disclose your use of affiliate links

5. Identifying Yourself as an Associate

You must clearly state the following on your Site or any other location where Amazon may authorize your display or other use of Content: "We are a participant in the Amazon Services LLC Associates Program, an affiliate advertising program designed to provide a means for us to earn fees by linking to Amazon.com and affiliated sites." Except for this disclosure, you will not make any public communication with respect to this Agreement or your participation in the Associates Program. You will not misrepresent or embellish our relationship with you (including by expressing or implying that we support, sponsor, or endorse you), or express or imply any affiliation between us and you or any other person or entity except as expressly permitted by this Agreement.

In the **US**, the **FTC** also requires you to disclose affiliate links



WHAT ABOUT AFFILIATE OR NETWORK MARKETING?

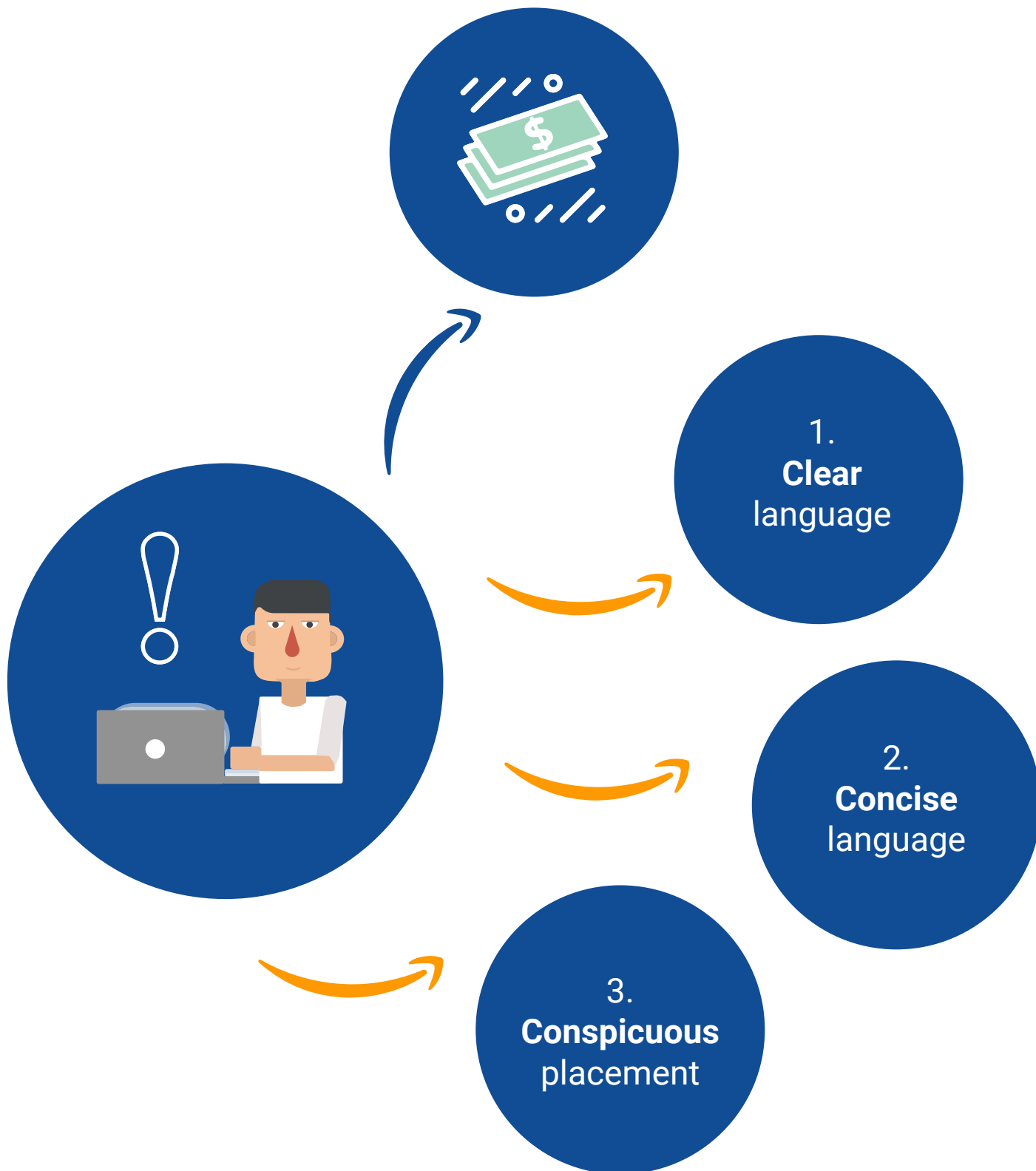
I'm an affiliate marketer with links to an online retailer on my website. When people read what I've written about a particular product and then click on those links and buy something from the retailer, I earn a commission from the retailer. What do I have to disclose? Where should the disclosure be?

If you disclose your relationship to the retailer clearly and conspicuously on your site, readers can decide how much weight to give your endorsement.

In some instances – like when the affiliate link is embedded in your product review – a single disclosure may be adequate. When the review has a clear and conspicuous disclosure of your relationship and the reader can see both the review containing that disclosure and the link at the same time, readers have the information they need. **You could say something like, "I get commissions for purchases made through links in this post."** But if the product review containing the disclosure and the link are separated, readers may lose the connection.

As for where to place a disclosure, **the guiding principle is that it has to be clear and conspicuous.** The closer it is to your recommendation, the better. Putting disclosures in obscure places – for example, buried on an ABOUT US or GENERAL INFO page, behind a poorly labeled hyperlink or in a "terms of service" agreement – isn't good enough. Neither is placing it below your review or below the link to the online retailer so readers would have to keep scrolling after they finish reading. Consumers should be able to notice the disclosure easily. They shouldn't have to hunt for it.

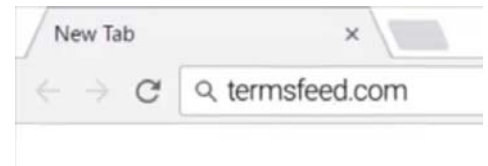
Your disclaimer must make it clear that you are being compensated when a user clicks on an affiliate link.



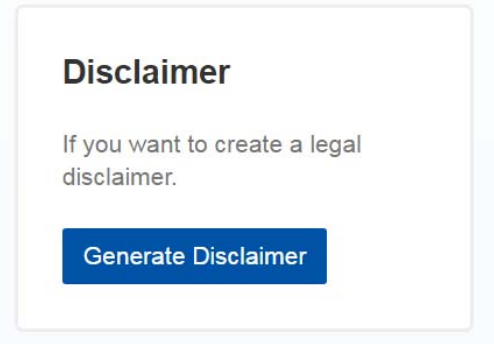
How to create a Disclaimer



Go to **termsfeed.com**



Start the **“Disclaimer Generator”** so that TermsFeed can create a custom Disclaimer for your website



Enter information about your website

Create your Disclaimer

1. General information

2. Business information

3. Disclosures

Business information

What is your website URL?

e.g. <http://www.mysite.com>

What is your website name?

e.g. My Site

Entity information

Entity type

- I'm a Business
Corporation, Limited Liability Company, Partnership, Sole Proprietor

What is the name of the business?

e.g. My Company LLC

- I'm an Individual



Select the country

Country information

Where is the location of the company's headquarters?

e.g. United States, United Kingdom, Canada, Australia etc.

Enter the state

e.g. Alabama



Select Affiliate Disclaimer and Amazon Associates

What kind of disclaimer do you need:

Click all that apply

- Website disclaimer
- External links disclaimer
- Affiliate disclaimer

Required if your website/app has affiliate links to various affiliate programs, such as Amazon Associates, Commission Junction etc.

- Fitness disclaimer
Useful if your website/app has fitness information

Select what affiliate programs you use

Click all that apply

- Amazon Associates
- iDevAffiliate
- Commission Junction
- ShareASale
- ClickBank



Click **Generate** My Disclaimer

Generate


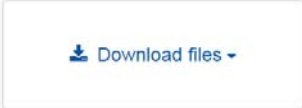


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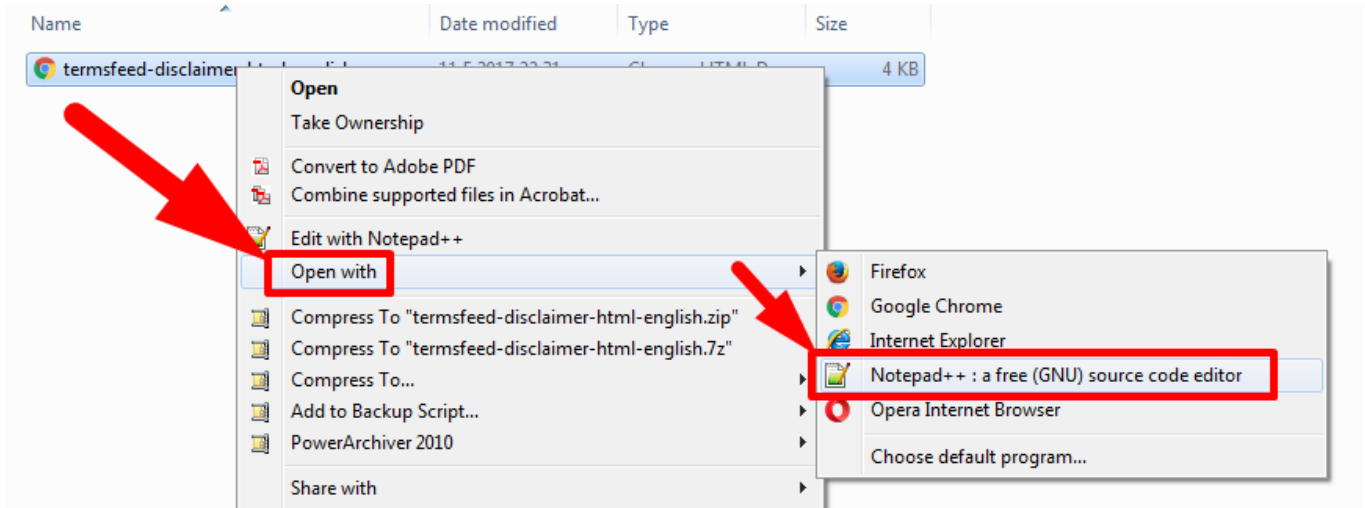
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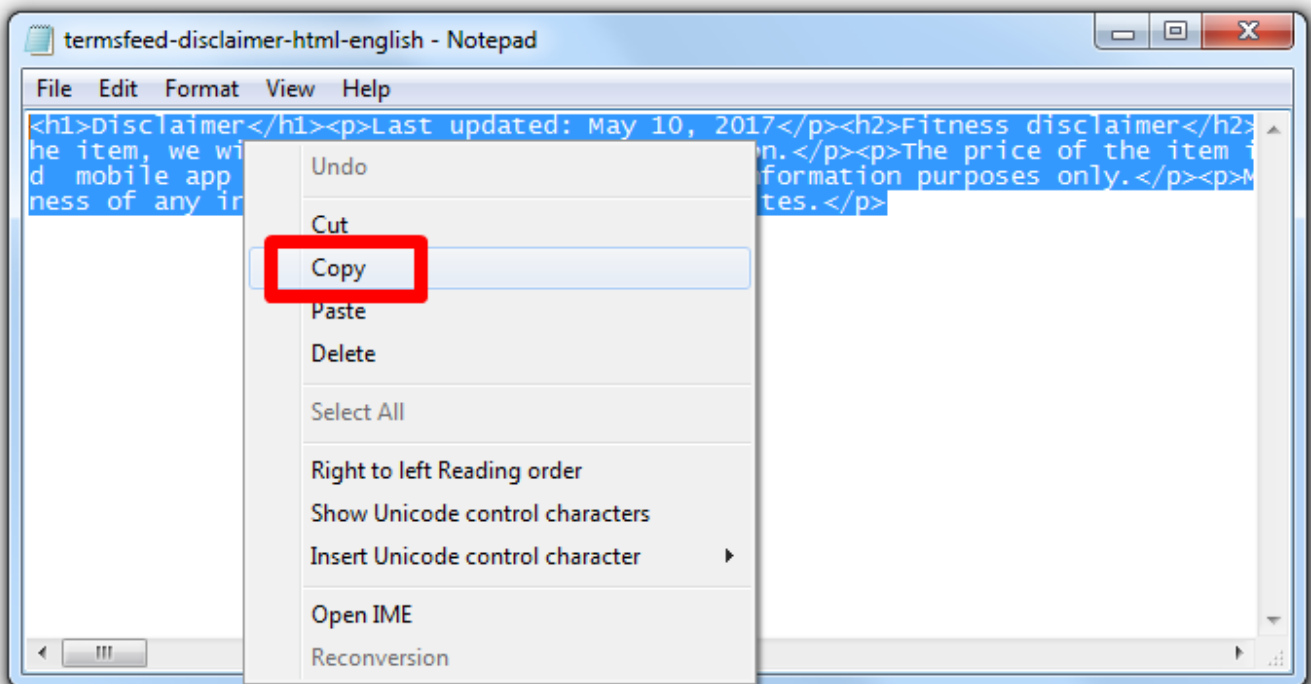
Preview your Disclaimer



Open the HTML file of your Disclaimer



Select all text and right-click to copy the text



TermsFeed

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Terms and Conditions

Return and Refund Policy

+ more

