

[Print](#)

Stand-Down Policy

Version: 1.0.0

Date Published: August 26, 2025

Policy URL: <https://app.impact.com/pcontent/stand-down-policy.ihtml>

1. Purpose

To uphold transparency, fairness, and consumer trust, this policy outlines the standards for “Software-based Publishers” (as defined below), to recognize prior publisher referrals and refrain from actions that could override or interfere with existing publisher-referred tracking.

2. Scope

This policy applies to all Software-based Publishers, which includes browser extensions, downloadable software applications (DSAs), mobile apps, and affiliate marketing tools that interact with users during their shopping experience, particularly those offering cashback, coupons, or promotional incentives.

3. Stand-Down Triggers

Software-based Publisher technology must detect and respond appropriately when a user has already been referred by another publisher. For version 1, the only supported indicator is:

- **URL Parameter:** `afsrc=1` present in the current page URL’s query string.

If the `afsrc` parameter is present and equal to `1`, the Publisher must honor the stand-down requirement.

4. Stand-Down Actions

Upon detecting prior* publisher attribution, software must:

- **Suppress Marketing Prompts:** Do not display pop-ups, banners, or notifications encouraging users to activate cashback or other affiliate offers.
- **Avoid Overwriting Cookies:** Refrain from setting or modifying tracking cookies that could override existing ones.

*These requirements do not apply unless a prior publisher attribution, from the same brand relationship as that of the Software-based publisher, is detected.

5. Stand-Down Duration

The stand-down period should last for the duration of the user's browser session or a minimum of 30 minutes after the initial referral, whichever is longer. This timeframe helps prevent commission hijacking and supports accurate attribution.

6. Software behavior for end-users

All Software-based Publisher technology must require end-user consent to install and use. All actions within the Software-based Publisher technology are to require end-user affirmative actions in the form of a click to activate tracking and/or rewards. No automatic redirects may be applied. Software-based Publishers must post an end user license agreement (“EULA”) and the publisher’s privacy policy, which clearly and accurately describe the behavior and conduct of the software, including, but not limited to, an explicit description of what activities will trigger tracking and rewards activities. Uninstallation of Software-based Publisher technology must always be available, easy, and complete from consumers' browsers and/or operating systems. After uninstallation, no further tracking is to take place.

7. Compliance and Enforcement

All Software-based Publisher technology is subject to prior review and approval by the [impact.com](#) compliance team. Publishers may not utilize Software-based Publisher technology that interacts with users during their shopping experience without prior approval.

If approved by [impact.com](#), Publisher’s failure to adhere to this stand-down policy may result in:

- **Termination from brand programs:** Violating Software-based Publisher technology and publishers may be removed from Advertiser programs
- **Account Termination:** Repeat or flagrant violators are subject to being removed altogether from the [impact.com](#) platform.
- **Forfeiture of compensation:** Any compensation earned through non-compliant practices may be withheld or revoked.

Software-based Publishers are encouraged to audit and monitor their compliance regularly.

8. Updates and Maintenance

The Stand-Down Policy will be published at a URL (the “Policy URL”). Each published version will include a version number and date. Publishers will be notified through their account when the Policy has been updated and are responsible for reviewing the latest version at the Policy URL.

Changelog

Version	Date Published	Description of Changes
1.0.0	August 26, 2025	Initial publication of the Stand-Down Policy.