# Roles

super admin: can create locations and white label admins, has access to everything

white label admin: has access to all of their location directory

customer: registers using a form to enter phone number and email address. they have access to view listings, coupons and coupon details

advertiser: can register, pay for advertising plans, create a listing, choose category, sub category and create coupons

media broker/affiliate: can sign up, selling advertising plans and view their commissions