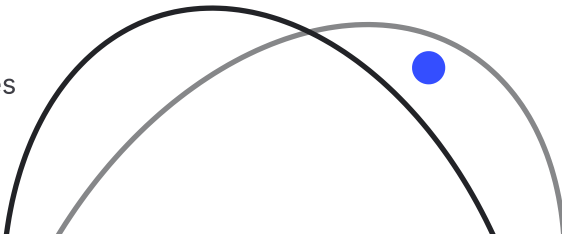


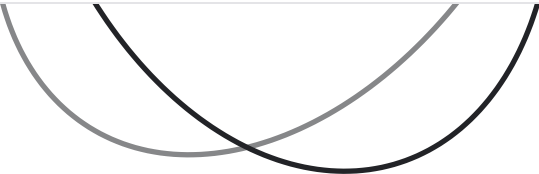
COMMERCIAL TRANSPARENCY

Affiliate and Advertising Disclosure

How FASHIONDEALS earns money from affiliate commissions and advertising, and why that never changes how offers are ranked.



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FASHIONDEALS is a price-comparison service. We do not sell the products shown. Draft for legal review; not legal advice.

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Draft for legal review. This document was written by the FASHIONDEALS team to describe how the service actually works. It has not yet been reviewed by external counsel and is not legal advice. We recommend that a qualified lawyer in your jurisdiction review it, and that the items in [\[\[brackets\]\]](#) (company details and points marked [\[\[Confirm with FASHN\]\]](#)) are completed before launch.

01 How we earn money

FASHIONDEALS is free to use. We are paid in two ways: **affiliate commission** when you click through to a store and make a qualifying purchase, and **advertising or partnership placements** that stores and brands buy (clearly labelled). The price you pay is the same whether or not you arrive through our link.

02 Affiliate links

When you click “Go to store” or similar, the click passes through our redirect, which sends you to the store. If we have joined the store's affiliate programme *and* you have allowed “Affiliate and marketing” in the [cookie settings](#), the redirect adds the programme's tracking identifier so the store can tell the visit came from us. We may work with affiliate networks such as Awin, CJ, Rakuten Advertising, Impact, Skimlinks and Sovrn Commerce, or directly with stores. **Not every store on the site pays us commission**; unpaid stores are listed and ranked on the same terms.

03 Commission never changes the ranking

Offers for the same product are ordered by what you would pay (item price plus known shipping where a store publishes it). Commission rates, whether a store is a partner, and advertising spend are **not inputs** to that order. “Cheapest” means the lowest verified price. Store reputation scores (see [Store score methodology](#)) are likewise not influenced by payment.

04 Advertising and sponsored placements

Where we sell placements (see [For brands](#)), they are labelled “Sponsored” or “Partner”, are kept visually separate from price comparisons, and never replace the lowest-price result. Editorial picks, deal badges (such as “Best price” or “Biggest saving”) and personalised rails are generated from real data and are not paid placements.

05 What our deal badges mean

BADGE	MEANING
Best price	Lowest price among the in-stock offers we compare for this item, at the time we checked
Biggest saving	The largest discount versus the store's own “was” price or versus the average of other stores, with the percentage shown
Price drop / Lowest in 30 days	Shown only where our own price history proves it
Local store / Ships to you	At least one offer ships from, or to, your country according to the store's published shipping information

06 Data and cookies

Affiliate identifiers are added only with your consent and are described in the [Cookie policy](#) and [Privacy policy](#). We do not sell personal data to affiliate networks.

07 Legal basis for this disclosure

This disclosure is made to meet consumer-protection and endorsement rules on clear labelling of commercial relationships, including the US FTC Endorsement Guides (16 CFR Part 255), UK CMA and ASA guidance, the EU Unfair Commercial Practices Directive and Omnibus rules on ranking transparency, and equivalent rules in other countries.

Questions: [\[\[Contact email\]\]](#).

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