

Acceptable Use Policy

April — operated by Muskays Ltd. · Company No. C 110169 · Malta

Last updated: 22 April 2026

1. Purpose and Scope

This Acceptable Use Policy ("AUP") sets out the standards and prohibited practices applicable to all Sub-Affiliates using the April affiliate marketing platform accessible at aprilftd.com (the "Platform"), operated by Muskays Ltd. ("Muskays", "we", "us").

This AUP forms an integral part of the Sub-Affiliate Agreement and the Terms of Service. By using the Platform, Sub-Affiliates agree to comply with this AUP at all times.

Failure to comply with this AUP may result in suspension or termination of the Sub-Affiliate's account, withholding or clawback of commissions, and where applicable, legal action.

2. General Principle of Lawfulness

Sub-Affiliates must conduct all promotional activities in full compliance with applicable laws and regulations of the jurisdictions they target, including but not limited to gambling, advertising, consumer protection, intellectual property, anti-money laundering, and data protection laws.

Any activity that is illegal in the targeted jurisdiction is strictly prohibited, regardless of whether it is explicitly listed in this AUP.

3. Permitted Advertising Channels

Sub-Affiliates may use any lawful advertising channel that complies with the policies of the relevant platform and the laws of the targeted jurisdictions, including but not limited to:

- Meta Ads (Facebook, Instagram) with properly licensed advertiser accounts.
- Google Ads and YouTube, in jurisdictions where iGaming promotion is permitted and certified.
- Native advertising networks (Taboola, Outbrain, and similar).
- Programmatic and DSP advertising.
- SEO, blog content, and editorial websites.
- Email marketing, with verified opt-in consent of recipients.
- Push notifications, with valid user consent.
- Discord, Telegram, and similar community channels (for audience engagement, not paid promotion in breach of platform policy).
- Influencer marketing on YouTube, Twitch, and similar platforms, where lawful and platform-compliant.

Each channel must be used in strict accordance with that channel's terms of service and policies.

4. Prohibited Channels and Practices

The following channels and practices are strictly prohibited:

- **TikTok** and any platform whose terms of service prohibit gambling promotion.
- **Spam**: unsolicited communications, including cold emails to purchased lists or unauthorized contact databases.
- **Bot traffic, fake clicks, fake installs, and fake FTDs**: any artificial generation of conversions.
- **Cloaking**: showing different content to ad reviewers and end users.
- **Incentivized traffic** not authorized by the Advertiser (e.g., cash back, points, paid-to-click).

- **Adult content** websites or any sexually explicit context.
- **Pirate, illegal streaming, or copyright-infringing** websites.
- **Malware, phishing, or any deceptive technical practice.**
- **Pop-ups and pop-unders** that violate the targeted platform's policies or local laws.
- Any other practice that is unlawful or violates the policies of the platforms used.

5. Prohibited Content

Sub-Affiliates must not include, in any promotional material, the following:

- **Targeting of minors** or anyone below the legal gambling age in the targeted jurisdiction.
- **False or misleading promises** of winnings (e.g., "You won \$5,000", "guaranteed wins").
- **Fake testimonials**, fake reviews, or fabricated user feedback.
- **Unauthorized use of celebrity names, likenesses, or endorsements.**
- **Unauthorized use of operator or third-party logos, trademarks, or brand assets.**
- Claims suggesting gambling is "risk-free", "free money", or a reliable source of income.
- Content that targets vulnerable individuals or persons identified as problem gamblers.
- Any content that would breach applicable laws or platform advertising policies.

6. Geographic Restrictions

Sub-Affiliates must not promote any offer in jurisdictions where the underlying activity is illegal or restricted, including but not limited to:

- Jurisdictions where iGaming or the specific product is prohibited or unlicensed.
- Jurisdictions subject to international sanctions (e.g., as listed by the EU, UN, or OFAC).
- Any country specifically excluded by the Advertiser in the relevant Insertion Order or campaign brief.

Sub-Affiliates are responsible for verifying the legality of their promotional activity in each targeted jurisdiction.

7. Identity and Transparency

Sub-Affiliates must:

- Clearly disclose the promotional or sponsored nature of their content where required by law or platform policy (e.g., "Ad", "Sponsored", "#ad").
- Operate through their own websites, social media accounts, or other identifiable channels.
- Never impersonate Muskays, the April Platform, the Advertisers, or any other third party.
- Never misrepresent themselves as employees, agents, or official representatives of Muskays or the Advertisers.

8. Monitoring and Compliance Reviews

Muskays monitors compliance through its dedicated affiliate managers, who review Sub-Affiliate activity on an ongoing basis. Muskays reserves the right to:

- Conduct random audits of campaigns, traffic sources, and creatives.
- Request screenshots, recordings, or other evidence of advertising practices.
- Use technical tools to detect fraudulent traffic, bot activity, or other prohibited practices.
- Investigate any report or suspicion of breach of this AUP.

Sub-Affiliates must cooperate fully with any compliance review and provide requested information promptly.

9. Enforcement and Sanctions

In case of breach of this AUP, Muskays may apply the following sanctions, depending on the severity of the breach:

- **First minor infraction:** written warning and request to remediate.
- **Second infraction or unresolved warning:** suspension of the Sub-Affiliate's account.
- **Serious breach (including but not limited to fraud, fake FTDs, bot traffic, illegal targeting, or repeated violations):** immediate termination of the account, **clawback of commissions related to the fraudulent activity**, and reporting to relevant industry partners or authorities where appropriate.

Commissions earned through legitimate, compliant activity remain payable to the Sub-Affiliate, even where a separate part of their activity is found to be in breach. Only commissions tied to the breach itself are subject to clawback.

10. Reporting Suspected Violations

Anyone aware of a potential breach of this AUP, whether by a Sub-Affiliate, an Advertiser, or any other party, is encouraged to report it to **admin@muskays.com**. All reports are reviewed by Muskays and treated confidentially.

11. Updates to this AUP

Muskays may update this AUP from time to time to reflect changes in law, industry standards, or our internal policies. The latest version is always available on the Platform. Continued use of the Platform after a material update constitutes acceptance of the revised AUP.

12. Contact

For any question regarding this AUP, contact **admin@muskays.com**.