Affiliate agreement

Last updated: 01 October 2026

Reach247 Digital Ltd (company number 15798046, registered office 2 Bawden Way, Chelmsford, CM2 9GY) ("Reach247", "we", "us").

This agreement sets out the terms on which Reach247 works with affiliates who refer customers to our digital loyalty platform. By accepting this agreement, whether by ticking a box during signup or otherwise confirming acceptance, the person or business named on the affiliate account ("the affiliate", "you") agrees to the terms below.

1. Definitions

In this agreement:

- **Earning plan** means the Start plan, the Grow plan, or the Enterprise plan where the customer pays £49 or more a month, excluding VAT, on the price agreed with them. The Solo plan, and any Enterprise plan below that amount, are not earning plans.
- **Referred customer** means a customer who is attributed to you under section 3.
- **Cleared payment** means a payment from a referred customer that we have successfully received and that has not been refunded or reversed.
- **Paying customer** means a referred customer who is currently making cleared payments on an earning plan.

2. What you do

You may refer prospective customers to Reach247's digital loyalty platform using the personal referral code, unique referral link and QR code issued to you on signup. You are not required to refer any minimum number of customers to join the programme, and you are not an employee, partner or agent of Reach247.

Your personal code, link and QR code are personal to you. You may not transfer, sell or assign any of them to anyone else.

3. Attribution

A referral link is remembered for 60 days. If the customer clicks a different affiliate's link within that time, the newer link replaces it.

If the customer enters a referral code at signup, that code replaces any earlier link. A customer can enter or change a code until they add their card and start their subscription. After that, the referral is fixed and cannot be moved to another affiliate.

A customer who signs up to the Solo plan through your link or code remains your referred customer. You earn no commission on the Solo plan, but if the customer later upgrades to an earning plan, you earn commission from their first paid invoice on that plan onwards. Nothing is backdated.

4. Commission

You earn 15% recurring commission on the subscription fees paid by your referred customers on an earning plan, for as long as the customer remains subscribed and continues to pay, subject to sections 5 and 6. Commission is calculated on the price of the plan excluding VAT, after deducting the payment processing fee charged on that payment. No commission is paid on VAT. For example, if a customer pays £79 plus VAT for a month, commission is 15% of £79 after the processing fee, and nothing is paid on the VAT.

Commission is calculated only on invoices the customer has actually paid, and on the base subscription price of the plan only. It does not apply to add-ons, one-off charges, SMS credits, or any other extra purchase made alongside the subscription. The £49 threshold for Enterprise customers is also measured excluding VAT. No commission is earned on a free trial or free first month, and a customer who cancels during a trial earns you nothing.

If a customer upgrades, commission is calculated on the price of the new plan. If a customer downgrades, the change takes effect at the end of the billing period and commission follows the lower price. If a customer moves to the Solo plan, or to an Enterprise plan below £49 a month, no commission is earned from that point.

For Enterprise customers, commission is calculated on the price agreed with that customer. Later price rises by Reach247 do not affect whether a customer you have already referred earns you commission.

If a referred customer cancels and later resubscribes, they remain your referred customer and commission resumes on their new payments. Trial periods do not restart. Commission on a customer stops at their last payment.

5. Keeping your affiliate account active

Your first 365 days run from the date you join. After that, to keep earning, you need at least one referred customer who signed up in the previous 365 days and has made a cleared payment on an earning plan. A customer's 365 days run from the date they signed up, not the date they upgraded or first paid. Customers who sign up to the Solo plan only count once they upgrade to an earning plan and that payment has cleared.

If you do not meet this requirement, your commission is paused and we will contact you, for example by email or phone, using the details on your affiliate account. The pause applies whether or not you receive or read our message, so keep your contact details up to date. Your link and code keep working. While your commission is paused, no commission is earned, including on customers you referred before the pause, and nothing is paid for the paused period.

Commission restarts once a customer who signed up after the pause makes a payment on an earning plan and that payment has cleared. Once it restarts, you earn commission again on all of your paying customers, including those referred before the pause. A returning customer does not restart your commission. Only a new referral does.

6. Lifetime lock

Once 10 of your referred customers have each made a cleared payment on an earning plan, the requirement in section 5 no longer applies to you and your affiliate account is locked in. This includes customers who signed up to the Solo plan and have since upgraded, once their upgrade payment has cleared.

The count is cumulative. Customers leaving does not reduce your total and does not remove your locked-in status.

Once locked in, you earn commission on each customer you have referred, and on any you refer in future, for as long as that customer remains subscribed and paying. For example, if a customer you referred pays for five years and then cancels, you earn commission for those five years and it stops with their last payment. If all of your referred customers stop paying, you stay locked in and earn commission on any customer who is paying at the time.

Your locked in status is subject to section 12 (ending this agreement) and section 10 (our right to suspend or deactivate your account).

7. Payment

New commission is held for 30 days from the date of the customer's payment before it becomes payable. If the customer is refunded in that time, the related commission is removed, and a partial refund reduces it in proportion.

Commission is paid to the payout details you provide on your affiliate account, in line with the payout schedule shown there. You are responsible for keeping these details up to date and for declaring and paying any tax due on the income you receive from us.

Commission is paid in pounds sterling. Where your payout account is in a different currency, any currency conversion or transfer fees are borne by you and will be deducted from the amount paid.

We may withhold or reverse commission that relates to a referral later found to be fraudulent or otherwise not a genuine paying customer.

8. Refunds and chargebacks

If a referred customer is refunded after commission has been paid to you, or has a chargeback upheld against them, the related commission will be deducted from your next commission payment, or invoiced to you directly if no future payment is due.

9. Self-referral

You may not use your own referral link, code or QR code to sign up your own account, or the account of any business you own or control, in order to earn commission on your own subscription. Any commission earned this way will be void and may be deducted from future payments.

We may withhold commission while we review a suspected self-referral, and we may check details such as email address, phone number, email domain, payout details and payment card to do so.

10. How you can and cannot promote us

You may promote Reach247 using the marketing materials and language we provide or approve. You must make clear to your audience that you are an affiliate and may earn commission, in line with UK advertising rules.

You must not:

- make false, misleading or unauthorised claims about Reach247 or our platform, including claims about its features, pricing or results that we have not approved
- bid on Reach247's brand name in paid search advertising
- use spam, unsolicited bulk email or similar practices to generate referrals, and you must comply with all data protection and electronic marketing laws when you promote us
- post, list, sell or share your referral code, link or QR code on voucher, coupon, discount, deal or cashback sites, browser extensions or any similar platform, or otherwise make it publicly available other than through genuine promotion of Reach247 to prospective customers
- misrepresent yourself as an employee or official representative of Reach247
- do anything that discredits, damages or brings into disrepute Reach247, its platform or its brand, whether through your conduct, your marketing or statements you make in connection with the affiliate programme

Breach of this section is a material breach of this agreement. We may respond by disabling or replacing your personal code, switching your account to tracking only (where sign-ups are still credited to you but no commission is earned), suspending or deactivating your account, and withholding any commission not yet paid, in addition to any other remedies available to us. When your account is deactivated, your link and codes stop working for new signups straight away.

11. Licence to use our branding

We grant you a limited, non-exclusive, non-transferable right to use Reach247's name, logo and approved marketing materials solely to promote the platform under this agreement. You gain no ownership or other rights in our branding, and this right ends immediately if this agreement ends. You must not register any domain name, social media handle, trademark or similar that includes "Reach247" or anything confusingly similar to it.

12. Ending this agreement

Either party may end this agreement at any time by giving written notice to the other.

We may also suspend or terminate your affiliate account immediately if you breach this agreement, including through fraudulent or misleading referral activity.

Commission already earned and payable up to the date of termination remains payable, subject to sections 7 and 8. Where you end the agreement, commission stops accruing from the date of termination. Where we terminate for breach, commission on all existing referrals stops from the date of termination, including where your account was locked in.

13. Confidentiality

Any non-public information you receive from Reach247 in connection with this programme, including commission rates, referral data and business plans, must be kept confidential and used only for the purposes of this agreement.

14. General

This agreement does not create a partnership, joint venture or employment relationship between you and Reach247. We do not guarantee that you will earn any amount of commission.

Reach247 may update the commission rate, thresholds or other terms of the programme from time to time, with reasonable notice to active affiliates. Changes do not apply retroactively to commission already earned. Any affiliate whose account is already locked in under section 6 keeps that status.

This agreement is governed by the law of England and Wales, and the courts of England and Wales have exclusive jurisdiction over any dispute arising from it.

This agreement is the entire agreement between you and Reach247 in relation to the affiliate programme, and replaces any prior discussions, promises or understandings on the subject. Any changes to this agreement must be made in writing by Reach247.

For any questions about this agreement or the affiliate programme, contact hello@reach247.co.uk.

Reach247 is a trading name of Reach247 Digital Ltd, registered in England and Wales (No. 15798046).

By signing up as an affiliate you confirm you have read and accept this agreement.