

Affiliate Obligations Lufthansa Affiliate Program

1. The publisher must have an appropriate website. Pure e-mail registrations are not acceptable.
2. Sites which include content of the following type are not allowed to participate: sites that promote violence, pornographic and discrimination based on race, sex, religion, nationality, disability, sexual orientation and/or age.
3. The website of the publisher is not allowed to publish political content in any way.
4. The website must adhere to all relevant legal regulations.
5. Lufthansa may refuse at any time advertisements that promote or solicit illegal acts, or any such types of acts judged to be not positive.
6. The website may not give the impression that could convey that they legally represent Lufthansa or that they could give legal declarations on behalf of Lufthansa.
7. Any use of Lufthansa licensed trademarks or those belonging to companies of the Lufthansa group is not allowed without the prior written approval of Lufthansa.
8. Lufthansa may neither be used as a reference nor shall in any way the contractual relationship to Lufthansa be advertised without prior written consent.
9. The use of the Lufthansa partner program for spam emails is explicitly prohibited. The email recipient must have had received and approved an 'opt-in' beforehand. Under no circumstance must an impression be given the transmission originated from Lufthansa. In addition the publisher must be clearly identified as the author sending the transmission.
10. The application of the Lufthansa partner program in or above layer and banner networks as well as through paid-mail, paid-banners and paid-click programs is not permitted. Moreover, within the framework of the Lufthansa partner program post-view activities are not allowed.
11. Lufthansa reserves the right at any time to cancel an existing partnership and / or for legitimate reasons to retain commissions.
12. "Lufthansa" is a registered and protected trademark. The affiliate shall not advertise with the brand name/trademark "Lufthansa" in search engines or web catalogues. "Lufthansa" shall not be used for adword campaigns via search engines such as but not limited to Google, Yahoo/Overture, Bing, Ask, AOL, Naver, Yandex, Baidu (text advertising, keywords etc.).
13. The usage of the brand name "Lufthansa" is not allowed for third parties and may only be positioned within the bid-pricing by the brand owner. During the term, the affiliate will not bid

on search engine keyword marketing programs with respect to keywords as such Lufthansa or keyword combinations (e.g. Lufthansa flights) as well as any misspelling (e.g. luffthansa) and any other registered trademarks of Lufthansa in any language.

14. The usage of “Lufthansa” either in or as part of a domain/sub-domain of an affiliate website as well as positioned in the AdText or as a display URL shall be prohibited. The infringement will be persecuted.
15. In addition, affiliate will consider in good faith adding additional keywords or keyword combinations to the foreign exclusions upon Lufthansa’s request, if such keywords relate directly to the trademarks or brand names of one or more of the brands owned by Lufthansa and through which the services described herein are provided.
16. For the “organic search” of the search engines (Standard result Display, also referred to as search engine optimization) “Lufthansa” shall only be used to promote Lufthansa’s sales offers with a direct link to the advertised Lufthansa offer. The usage of “Lufthansa” either in or as part of a domain/sub-domain of an affiliate website shall be prohibited.
17. The application of the Lufthansa partner program for searching engine marketing (SEM) or searching engine optimisation (SEO) is not permitted. In particular any use of keyword advertising with Lufthansa brands and product names is not permitted including variations of misspellings. This applies particularly to the usage as a keyword.