Prohibited Activity. As a condition to your acceptance and participation in the Program, you agree that you will not undertake or engage in the following practices, and any violation of this Section shall be deemed a material breach of this Agreement and may result in immediate termination from the Program: • Use the Target name, or any variation thereof, in any manner not expressly authorized by this Agreement; • Use or otherwise incorporate the word “Target” or variations or misspellings thereof in the domain name(s) of your site(s), or in hidden text or source code; • Bid on Target brand keywords, variations or misspellings, or keyword strings (e.g., ‘target’, ‘Target.com’, ‘target clearance’, ‘target weekly ad’, ‘target store’, ‘target coupon’) in search engines or content networks; • Use Target brand keywords, keyword strings or variations or misspellings thereof in the headline, display URL or description of pay-per-click ads or ads or content network ads; • Use your Qualifying Links as the destination URL in any paid advertisement. This is also known as direct-linking. • Use of the content network resulting in being ranked on Target brand keywords; • Engineer your site in such a manner that pulls Internet traffic, for Target brand keywords, away from Target.com via natural search optimization. Techniques include: using Target or Target brand keywords in the title tag, domain name, other meta tags, or other on-page factors that influence rankings; • Use Target’s merchandiser data feed on a site other than the site we have approved pursuant to the Program; • Distribute Target’s merchandiser data feed to a third party shopping site (e.g., Yahoo!, MSN, eBay, Google, AOL, Amazon) regardless of whether or not we are already advertising our products on that site; • Engage in cookie stuffing, forced clicks, use popups/popunders or use false or misleading links on your site; • Use redirects to indicate the referring site was something other than it actually is; • Attempt to modify or alter our site in any way; • Make any representations, either express or implied, or create an appearance that a visitor to your site is visiting our site (e.g., “framing” Target.com or m.Target.com) without our prior written approval; • “Scrape” or “spider” Target.com or m.Target.com or any other Target site or application for content (such as images, logos or text), unless you have Target’s express written consent; • Post your qualified links on any of Targetowned platforms or social media accounts. If you are found redirecting links to hide or manipulate their original source, your current and unpaid commissions may be voided and/or your commission level will be set to 0%. This does not include using “out” redirects from the same domain where the affiliate link is placed. In addition, you agree to add Target brand terms and phrases as a negative to your campaign to avoid broad/phrase matching. This will help eliminate any appearances of Target.com and m.Target.com due to your match type. If your site donates any portion of its referral fees to any school, foundation or other charitable organization, you may not state or imply that Target endorses such activities or is responsible in any way for the inclusion and donation of funds to any of the schools, foundations or charities associated with your site. In addition, it is recommended that you seek tax and legal advice from your own counsel. • You ARE PROHIBITED from posting your affiliate links on Target’s Social Media (including but not limited to Facebook, Twitter, Pinterest, etc.) pages. c. Development, Operation & Maintenance of Your Site. You are solely responsible for the development, operation and maintenance of your site and for all content that appears on your site. For example, you will be solely responsible for: • The technical operation of your site and all related equipment; • The accuracy, timeliness and appropriateness of content posted on your site (including, among other things, all product-related materials); • Ensuring that your site complies with all applicable copyright and other laws; • Ensuring that your site does not employ the use of any type of software download or technology that intercepts or re-directs traffic or referral fees to or from any other website without the written consent of merchant; • Ensuring that materials posted on your site do not violate or infringe upon the rights of any third party (including, for example, copyrights, trademarks, privacy, or other personal or proprietary rights); • Ensuring that content posted on your site is not libelous or otherwise illegal; • Ensuring that your e-mails and newsletters, if any, fully comply with all applicable laws and regulations, including the CAN-SPAM Act (affiliates must receive prior approval from us before including Target logos or materials within emails); • E-mail must be sent on your behalf and must not state or imply that the e-mail is being sent on behalf of Target. • Notifying us and the Network Provider of any malfunctioning of the Qualifying Links or other problems with your participation in the Program in accordance with the terms of the Offer and this Agreement. d. DISCLOSURES. You must identify yourself as an affiliate in compliance with the Endorsement and Testimonial Guidelines published by the United States Federal Trade Commission. In addition, you understand and agree that any messaging in contravention of the Endorsement and Testimonial Guidelines published by the United States Federal Trade Commission may result in your immediate termination and removal from the Program. You shall include a clear and conspicuous disclosure within any and all pages, blog/posts, or social media posts where affiliate links for our affiliate program are posted and where a reader or consumer may not understand that the link is a paid advertisement. We reserve the right to audit affiliate sites without notice for disclosure compliance and to remove an affiliate from the Program if we determine you are not in compliance. The following guidelines apply to disclosures, but please note that additional actions may be necessary to comply with the FTC’s guidelines (links referenced below): • Disclosures must be made as close as possible to the claims; • Disclosures must be made in each messaging containing a sponsored link or reference to Target. A single statement on the site, or a separate page with your general disclosure statement is not an adequate disclosure; • Disclosures should be placed above the fold; scrolling should not be necessary to find the disclosure. (e.g. disclosure should be visible before the jump); • Pop-up, hover state and button disclosures are not adequate disclosures; • Disclosure policy applies to all messaging and social media, even when space is restricted (e.g., tweets).

Target may monitor your site at any time and in order to determine if you are in compliance with the terms of this Agreement. You agree to provide Target with unrestricted access to your site for such purpose(s). f. Sub-affiliate Networks. Promoting Target through a sub-affiliate network is permitted, however you must be completely transparent with regards to where traffic from your sub-affiliates originated. Subaffiliate networks must ensure that all sub-affiliates promoting the Target program adhere to our program terms and conditions. This includes restrictions on advertising through toolbars, browser extensions, and through any paid placements such as a pay-per-click campaigns. Sub-affiliate networks must also receive approval prior to allowing any type of coupon subaffiliate to promote the Target program. Failure to comply with our sub-affiliate network terms may result in a loss and/or reduction of commission from sales made through any subaffiliate that does not comply with our program terms.