


Search Engine Advertising Campaign Rules for Referral Program Participants (hereinafter the “Rules”)

Effective date and publication date: 4 September 2018.

These Rules constitute an integral part of the Classic Referral Program Contract (hereinafter the «**Contract**») and are legally binding to such Participants, who intent to use Company logos and trademarks in their marketing campaigns.

1. Brand Usage

- 1.1. For the purpose of performing Participant's obligations provided for in the Contract, you may seek permission from the Company to use the logos  and **Selectel** as well as the name “Selectel Partner” (hereinafter the “**Brand**”) on your website and in your marketing campaigns.
- 1.2. If the Company grants such permission, you must use the Brand strictly in compliance with these Rules and Brand use guidelines, published at <https://selectel.ru/media/files/stylebook/selectel-partner-logobook.pdf> and <https://selectel.ru/media/files/stylebook/selectel-logobook.pdf> (hereinafter the “**Guidelines**”).
- 1.3. Before using the Brand, Participant shall send Company samples and mockups of all materials that will display the Brand with details regarding the specific location (serving) of such materials for approval to marketing@selectel.ru with the heading “Mockups for approval”.
- 1.4. Company shall review all materials provided for approval within a reasonable time frame and either send approval or notes. Participant must make changes to the materials sent for approval pursuant to Company's notes.
- 1.5. When using the Brand, Participant must comply with the Rules, effective Russian legislation, including antitrust laws, advertising laws, and mass communication laws. Use of the Brand in materials that have not been approved by the Company is a gross violation of the Contract and may lead to Participant's civil and administrative liability.
- 1.6. Clause 1 of the Rules shall apply only after Company has consented to the use of logos pursuant to paragraph 1.1 of the Rules.

2. Brand Usage Guidelines

- 2.1. The first time the Brand is referenced in materials, the following notification must be included: (R) Registered trademark of Selectel Ltd. Such notification may be located at the beginning or end of the communication.

2.2. Use in text-based advertisements (URLs, headers and descriptions):

- Use the Brand in all references to all Company products and services;
- The name of all Company products and services referenced for the first time must be written in full and apply the Brand (*example: Selectel Virtual Private Cloud, Selectel Dedicated Servers*);
- The Brand should be used in connection to products and services, and not to functions or advantages, which the advertisement targets. Use of the Brand in conjunction with a function or benefit may lead users to request a product or service, which Company does not offer (*example: Selectel Orchestrator*);
- If you must use the Brand in connection with a function, please use the format “Selectel for X”. No other usage will be accepted (*example: Selectel Service for Book Keeping*);
- Never use the Brand or name of Company’s products or services negatively. If your ad focuses on a potential client’s problem, do not make a connection between such problem and the Brand to create a negative impression of the Brand (*example: accelerate Selectel performance*).

2.3. Keywords

- When using dynamic insertion of keywords, observe all aforementioned Brand usage guidelines in par. 2.2;

2.4. Market positioning

- The Brand may not be used to promote, enhance, or stimulate services, which are considered to be in competition with Company’s.

3. Prohibited Brand Usage

- 3.1. Participant may not use trademarks, logos, the Selectel name (in any language), or similar logos and names as part of a website domain name.
- 3.2. The use of pages from the www.selectel.ru website as landing pages for advertisements is prohibited, unless Company consents in advance and established advertisement serving rules (see [here](#)) are observed.
- 3.3. Trademark dilution. Participant may not in any domestic or international jurisdiction use or register any trademark which may mislead and reasonably be considered similar to Selectel Trademarks in any Internet search engine or other Internet marketing channel, or pay for keywords including “Selectel” written in English or any other language, as well as all similar writings, including with grammatical errors.

4. Changes and Revocation of Brand Usage Permission

- 4.1. Company is entitled to make changes to these Rules at any time by publishing a new version of the Rules on the site selectel.ru. All changes made to the Rules shall become an integral part of the Contract as of the publication date or effective date stated in the Rules.

- 4.2. Company is entitled to revoke the right to use Logos by sending Participant a simple notification of the termination of said right to the Brand (such notification may be sent via e-mail).