Paid Search and Trademark Bidding

(a) **Prohibited conduct.** You may not bid on, buy, or use any BuoyTrademark Terms in any paid search, pay-per-click, or keyword-based advertising. This includes Google Ads, Microsoft Advertising, TikTok, Meta, shopping ads, app store search ads, and any similar platform. "BuoyTrademark Terms" means Buoy's name, product names, trademarks, and domain names, plus any misspellings, variations, abbreviations, or combinations of them with other words (for example, "Buoy discount code" or "Buoy Hydration reviews").

(b) **Other prohibited practices.** You may not:

- use a Buoy Trademark Term or Buoy domain in ad copy, headlines, or display URLs;
- send paid search traffic directly to your referral link, microsite, or landing page; or
- use any technique that intercepts customers already searching for or navigating to Buoy.

(c) **Negative keywords.** If you run paid search campaigns for any purpose, you must add BuoyTrademark Terms as negative keywords.

(d) **Consequences.** If Buoy determines, at its sole discretion, that you have violated this section:

- Buoy will remove you from the Program immediately;
- you will forfeit all unpaid commissions, and Buoy may reverse commissions already paid on orders tied to the violation; and
- you may not reapply to or rejoin the Program, directly or through any other person, account, or entity.

(e) **Investigation.** Buoy may monitor search activity and request information about your advertising campaigns. You agree to provide that information promptly.