The British Council: a

The Affiliate: a

Date: 30 Jul, 2025

This Agreement is made on the date set out above subject to the terms set out in the schedules listed below which both the British Council and the Affiliate undertake to observe in the performance of this Agreement.

The British Council wishes to onboard the Affiliate via the Affiliate Portal (as defined in Schedule 1) on the terms and conditions set out in this Agreement to promote IELTS and the IELTS registration webpages.

The Affiliate's attention is particularly drawn to clause 8 of Schedule 1 which contains limitation of liability provisions.

Schedules

Schedule 1	Affiliate Standard Terms
Schedule 2	Commission Model

This Agreement shall only become binding on the British Council upon its signature by an authorised signatory of the British Council subsequent to signature by or on behalf of the Affiliate.

The individual signing this Agreement on behalf of the Affiliate must be at least 18 years of age, must have the legal right to work in their country of residence and must have the legal right to enter into this Agreement on behalf of the legal entity purporting to be an affiliate to promote IELTS under this Agreement (whether that is the signatory themselves as an individual or an organisation that the individual signing this Agreement is representing).

IN WITNESS whereof the parties or their duly authorised representatives have entered into this Agreement on the date set out above.

Signed by the duly authorised representative of THE BRITISH COUNCIL

Name:	a	Signature:	
Position:	a	Date:	

Signed by the duly authorised representative of a

Name:	a	Signature:	
Position:	a	Date:	

Schedule 1

Affiliate Standard Terms

1 Interpretation

1.1 In this Agreement:

1.1.1 **"Affiliate"** means the legal entity to become an affiliate to promote IELTS as set out on the cover sheet to this Agreement.

1.1.2 **"Affiliate Links"** has the meaning given to it in clause 3.7.

1.1.3 **"Affiliate Portal"** means the online portal available at https://affiliates.britishcouncil.org/.

1.1.4 **"British Council Entities"** means the subsidiary companies and other organisations Controlled by the British Council from time to time, and any organisation which Controls the British Council (the **"Controlling Entity"**) as well as any other organisations Controlled by the Controlling Entity from time to time.

1.1.5 **"British Council Materials"** has the meaning given to it in clause 3.1.

1.1.6 **"British Council Requirements"** means the instructions, requirements, policies, codes of conduct, guidelines, forms and other documents notified to the Affiliate in writing or set out on the British Council's website at https://www.britishcouncil.org/partner/international-development/jobs/policies-consultants or such other web address as may be notified to the Affiliate from time to time (as such documents may be amended, updated or supplemented from time to time during the term of this Agreement).

1.1.7 **"Control"** means the ability to direct the affairs of another party whether by virtue of the ownership of shares, contract or otherwise (and **"Controlled"** shall be construed accordingly).

1.1.8 "Cyber Security Event" means any event or circumstance (resulting directly or indirectly from any act or omission of the Affiliate and/or any third party) that compromises, or has the potential to compromise, the security, confidentiality and/or integrity of any system, network or solution (and/or, in particular, the Affiliate Links), including (i) a malware and/or end user attack, (ii) a ransomware attack; (iii) a data security breach; (iv) a distributed denial of service attack, (v) any instance of hacking and (vi) any activity that is (or the outcome of which is) fraudulent or which has a fraudulent purpose.

1.1.9 **"Force Majeure Event"** means an act, event, omission or accident beyond the reasonable control of the affected party which was not reasonably foreseeable and which is not attributable to any wilful act, neglect or failure to take reasonable preventative action by that party, including (insofar as beyond such control but without prejudice to the generality of the foregoing expression) strikes, lock-outs or other industrial disputes, failure of a utility service or transport network, act of God, war, riot, civil commotion, malicious damage, volcanic ash, earthquake, explosion, terrorist act, epidemic, pandemic or other spread of infectious disease or the imposition of any measures to prevent the spread of disease, nuclear, chemical or biological contamination, compliance with any law or governmental order, rule, regulation or direction, accident, breakdown of plant or machinery, fire, flood or storm.

1.1.10 **"IELTS"** means the International English Language Testing System, which is an international standardised test of English proficiency for non-native English language speakers.

1.1.11 **"Intellectual Property Rights"** means any copyright and related rights, patents, rights to inventions, registered designs, database rights, design rights, topography rights, trade marks, service marks, trade names and domain names, trade secrets, rights in unpatented know-how, rights of confidence and any other intellectual or industrial property rights of any nature including all applications (or rights to apply) for, and renewals or extensions of such rights and all similar or equivalent rights or forms of protection which subsist or will subsist now or in the future in any part of the world.

1.2 In this Agreement:

1.2.1 any headings in this Agreement shall not affect the interpretation of this Agreement;

1.2.2 a reference to a statute or statutory provision is (unless otherwise stated) a reference to the applicable UK statute as it is in force for the time being, taking account of any amendment, extension, or re-enactment and includes any subordinate legislation for the time being in force made under it;

1.2.3 where the words "include(s)" or "including" are used in this Agreement, they are deemed to have the words "without limitation" following them, and are illustrative and shall not limit the sense of the words preceding them;

1.2.4 without prejudice to clause 1.2.5, except where the context requires otherwise, references to:

i. services being provided to, or other activities being provided for, the British Council;

ii. any benefits, warranties, indemnities, rights and/or licences granted or provided to the British Council; and

iii. the business, operations, customers, assets, Intellectual Property Rights, agreements or other property of the British Council,

shall be deemed to be references to such services, activities, benefits, warranties, indemnities, rights and/or licences being provided to, or property belonging to, each of the British Council and the British Council Entities and this Agreement is intended to be enforceable by each of the British Council Entities;

1.2.5 obligations of the British Council shall not be interpreted as obligations of any of the British Council Entities; and

1.2.6 where this Agreement has been translated into a language other than the English language, the English language version shall prevail.

2 Commencement Date, and Term

2.1 This Agreement shall come into force on 30 Jul, 2025 (the "**Commencement Date**") and, subject to clause 10 below, shall continue in full force and effect until 29 Jul, 2027 (the "**Term**").

3 Affiliate's obligations

3.1 The Affiliate Portal provides the Affiliate with textual and/or graphical materials relating to the British Council's IELTS registration webpages to be promoted under this arrangement (the "**British Council Materials**") and with information about where and how the Affiliate is permitted to disseminate the British Council Materials including but not limited to via any electronic or digital media and/or in other marketing material. Any permitted access to or dissemination of British Council Materials under this Agreement shall cease on termination as set out in clause 10.4.

3.2 The Affiliate is responsible for gaining consent, where necessary, from people to whom it will disseminate the British Council Materials as permitted under this Agreement. The Affiliate is only permitted to use the British Council Materials in the ways explained on the Affiliate Portal. The Affiliate must not undertake any other marketing activities to promote IELTS without the British Council's prior written consent.

3.3 The Affiliate must not do anything which in the British Council's reasonable opinion may bring the British Council into disrepute.

3.4 The Affiliate must at all times comply with the terms of use, and any other licence terms, applicable to the Affiliate Portal, and any guidance contained within the Affiliate Portal (as updated from time to time). The Affiliate must only use, or otherwise make available, the Affiliate Links for the purposes expressly set out in this Agreement and/or in any guidance contained within the Affiliate Portal (as updated from time to time).

3.5 It is important that all information the Affiliate provides to the British Council in connection with this Agreement is true, complete and accurate, and the Affiliate undertakes that it will always do this.

3.6 The Affiliate must comply with all applicable tax laws and regulatory frameworks that relate to its entry into, and performance of the promotional activities and its obligations under, this Agreement.

3.7 To permit accurate tracking, reporting, and commission accrual, the British Council will provide the Affiliate with special link formats to be used in all links between the Affiliate's website and the British Council's IELTS registration webpages ("Affiliate Links"). These Affiliate Links generate a RequestID and incorporate an OfferID through internet cookies technology. The Affiliate must ensure that each of the links between its website and the IELTS registration webpage properly utilises Affiliate Links. The Affiliate will earn commission only when a user registers for an IELTS test directly through an Affiliate Link and completes payment for such test (resulting in receipt by the British Council of the applicable IELTS test fee); the British Council will not be liable to the Affiliate with respect to any failure by the Affiliate or someone it refers to use Affiliate Links, including to the extent that such failure may result in any reduction of amounts that would otherwise be paid to the Affiliate pursuant to this Agreement.

3.8 The Affiliate must follow, or otherwise comply with, any information security principles stipulated by the British Council from time to time. The Affiliate must take all reasonable steps to maintain the security of the Affiliate Links, and ensure that it does not act (or fail to act) in any manner that may:

3.8.1 compromise the integrity or security of the Affiliate Portal and/or the Affiliate Links, or

3.8.2 increase the likelihood of the Affiliate Portal being the subject of, and/or the Affiliate Links being used in connection with, a Cyber Security Event.

3.9 If the Affiliate becomes aware of the occurrence a Cyber Security Event in connection with the Affiliate Portal and/or the Affiliate Links, the Affiliate must notify the British Council in writing as soon as possible, and in any event within 24 hours of becoming aware of it. Such notification of the Cyber Security Event must include details (to the extent available) of:

3.9.1 its nature;

3.9.2 how long it has subsisted;

3.9.3 the impact and likely consequences of it; and

3.9.4 a description of the measures taken or proposed to be taken to address and/or eliminate the Cyber Security Event, including measures to mitigate its possible adverse effects.

3.10 Immediately following any Cyber Security Event, the British Council and the Affiliate will co-ordinate with each other to investigate it. The Affiliate shall reasonably co-operate with the British Council in relation to such investigation, and shall take reasonable and prompt steps to mitigate the effects of, and to minimise any damage resulting from, the Cyber Security Event (including following or complying with any information security principles stipulated by the British Council that have not otherwise been stipulated pursuant to clause 3.8).

3.11 The Affiliate must not inform any third party of the occurrence of a Cyber Security Event without first obtaining the written consent of the British Council, except when required to do so by law.

3.12 Where it is established that the Cyber Security Event arose directly or indirectly from any act or omission of the Affiliate, the Affiliate shall re-imburse the British Council for actual reasonable expenses suffered or incurred as a result of the British Council participating in the investigation required pursuant to clause 3.10.

3.13 The Affiliate Portal has functionality which enables the Affiliate to create Affiliate Links which can be shared with other parties (referred to in this clause as "**sub-affiliates**") in order to promote those Affiliate Links and prompt user registration for IELTS tests via the Affiliate Links. The Affiliate is solely responsible for the acts or omissions of its sub-affiliates and any dealings with its sub-affiliates (including any payment of fees), and the Affiliate shall procure that its sub-affiliates act in accordance with the terms of this Agreement.

4 The British Council's obligations

4.1 The British Council will provide the Affiliate with the British Council Materials, through the Affiliate Portal, required by the Affiliate to satisfy its obligations under this Agreement.

5 Payment

5.1 The British Council, or an agent authorised by the British Council to process payments on its behalf, will pay the Affiliate commission at the rates and on the payment terms specified in Schedule 2. For the avoidance of doubt, the rate of commission may be set at zero for some offers and associated Affiliate Links made available through the Affiliate Portal, meaning no commission will be payable for registrations completed using those Affiliate Links.

5.2 As stated in clause 3.7, commission will only be payable to the Affiliate when a user registers for an IELTS test via an Affiliate Link and completes payment for such test (resulting in receipt by the British Council of the applicable IELTS test fee). The British Council identifies when commission becomes payable using the RequestID and associated OfferID through internet cookies technology.

5.3 Commission will be inclusive of all taxes and the Affiliate will be responsible for accounting for any tax due in the applicable jurisdiction.

5.4 Commission will be paid by the British Council to the bank accounts specified by the Affiliate and the Affiliate is responsible for the accuracy of the bank account information that it provides to the British Council.

6 Intellectual property rights

6.1 The Affiliate acknowledges that all Intellectual Property Rights in the British Council Materials anywhere in the world belong to the British Council, that rights in the British Council Materials are licensed (not sold) to the Affiliate, and that the Affiliate has no rights in, or to, the British Council Materials other than the right to use them in accordance with the terms of this Agreement.

6.2 The British Council grants the Affiliate a fully paid-up, non-exclusive, royalty-free licence for Turkey during the term of the Agreement to use the British Council Materials that the British Council provides to the Affiliate solely for the purpose of directing users of the Affiliate's website to the IELTS registration webpages.

7 Confidentiality

7.1 Each party to this Agreement undertakes that it shall not at any time during this Agreement, and for a period of five years after termination of this Agreement, disclose to any person any confidential information concerning the business, affairs, customers, clients or suppliers of the other party, except as permitted by clause 7.2.

7.2 Each party may disclose the other party's confidential information:

7.2.1 to its employees, officers, representatives or advisers who need to know such information for the purposes of exercising the party's rights or carrying out its obligations under or in connection with this Agreement. Each party shall ensure that its employees, officers, representatives or advisers to whom it discloses the other party's confidential information comply with this clause 7.2; and

7.2.2 as may be required by law (including, without limitation, to comply with a request for information under the UK Freedom of Information Act 2000), a court of competent jurisdiction or any governmental or regulatory authority.

7.3 No party shall use any other party's confidential information for any purpose other than to exercise its rights and perform its obligations under or in connection with this Agreement.

8 Data protection

Each party shall, at its own expense, ensure that it complies with and assists the other party to comply with the requirements of all applicable legislation and regulatory requirements in force from time to time relating to the use of personal data, including, without limitation, any data protection legislation from time to time.

9 Limitation of liability

9.1 The British Council will not in any circumstances whatever be liable to the Affiliate, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, arising under or in connection with this Agreement for:

9.1.1 loss of profits, sales, business, or revenue;

9.1.2 business interruption;

9.1.3 loss of anticipated savings;

9.1.4 loss or corruption of data or information;

9.1.5 loss of business opportunity, goodwill or reputation;

where any of the losses set out in clause 9.1.1 to clause 9.1.5 are direct or indirect; or

9.1.6 any special, indirect or consequential loss, damage, charges or expenses.

9.2 Other than the losses set out in clause 9.1 (for which the British Council is not liable), the British Council's maximum aggregate liability under or in connection with this Agreement whether in contract, tort (including negligence) or otherwise, will in all circumstances be limited to the greater of (i) £1,000; or (ii) the amount paid or payable under this Agreement by the British Council to the Affiliate. This maximum cap does not apply to clause 9.3.

9.3 Nothing in this Agreement will limit or exclude the British Council's liability for:

9.3.1 death or personal injury resulting from its negligence;

9.3.2 fraud or fraudulent misrepresentation;

9.3.3 any other liability that cannot be excluded or limited by English law.

9.4 This Agreement sets out the full extent of the British Council's obligations and liabilities in respect of the affiliate marketing programme. Except as expressly stated in this Agreement, there are no conditions, warranties, representations or other terms, express or implied, that are binding on the British Council. Any condition, warranty, representation or other term concerning the affiliate marketing programme which might otherwise be implied into, or incorporated in, this Agreement whether by statute, common law or otherwise, is excluded to the fullest extent permitted by law.

10 Termination

10.1 The British Council may terminate this Agreement immediately by written notice at any time if:

10.1.1 it discontinues or withdraws, in whole or in part, the affiliate marketing programme. The British Council will endeavour to give the Affiliate as much notice of the same as reasonably practicable, but any such termination will be without liability to the Affiliate;

10.1.2 the Affiliate commits a material or persistent breach of this Agreement which the Affiliate does not remedy (if remediable) within 14 days after the British Council sends a written notification to the Affiliate requiring it to do so;

10.1.3 it is established that a Cyber Security Event resulted, either directly or indirectly, from any act or omission of the Affiliate;

10.1.4 the Affiliate does not access the Affiliate Portal for a period of 3 months;

10.1.5 no users register for the IELTS tests via British Council Materials displayed on the Affiliate's website and the Affiliate Links for a period of 3 months; or

10.1.6 the Affiliate is unable to generate a minimum of five user registrations for the IELTS tests via the Affiliate Links for two consecutive calendar months.

10.2 The British Council reserves the right to suspend an Affiliate's account on the Affiliate Portal immediately and without notice for any of the reasons set out at clauses 10.1.3, 10.1.4, 10.1.5, or 10.1.6 of this Agreement.

10.3 This Agreement will automatically terminate if the Affiliate breaches the terms of use, or other licence terms, applicable to use of the Affiliate Portal and the Affiliate's access to the Affiliate Portal is revoked.

10.4 On termination:

10.4.1 all rights granted to the Affiliate under this Agreement will end;

10.4.2 the Affiliate must stop all activities authorised by this Agreement; and

10.4.3 the Affiliate must permanently delete or remove the British Council Materials from its website.

11 Safeguarding and Protecting Children and Vulnerable Adults

11.1 The Affiliate will comply with all applicable legislation and codes of practice, including, where applicable, all legislation and statutory guidance relevant to the safeguarding and protection of children and vulnerable adults and with the British Council Safeguarding Policy included in the British Council Requirements as amended from time to time, which the Affiliate acknowledges may include submitting checks by the UK Disclosure & Barring Service (DBS) and/or equivalent local checks.

11.2 The Affiliate must provide to the British Council, documentary evidence of the relevant disclosure and/or the criminal records checks in advance of undertaking any activities involving children and/or vulnerable adults in connection with this Agreement.

11.3 In addition, the Affiliate must ensure that, where it engages any other party in connection with this Agreement, that party will also comply with the same requirements as if they were a party to this Agreement.

12 Anti-Corruption

Each party warrants that it has in place, and undertakes that it will comply with, policies and procedures to avoid the risk of bribery (as set out in the Bribery Act 2010) and fraud within its organisation and in connection with its dealings with other parties.

13 Equal opportunities and diversity

13.1 The Affiliate will ensure that it does not, whether as an employer or provider of services and/or goods, discriminate within the meaning of the Equality Legislation.

13.2 The Affiliate will comply with any equal opportunities or diversity policies or guidelines included in the British Council Requirements.

14 Assignment

14.1 Subject to clause 3.12 above, the Affiliate will not, without the British Council's prior written consent, assign, transfer, charge, create a trust in, or deal in any other manner with all or any of its rights or obligations under this Agreement.

14.2 The British Council may assign or novate this Agreement to: (i) any separate entity Controlled by it; (ii) any body or department which succeeds to those of the British Council's functions to

which this Agreement relates; or (iii) any provider of outsourcing or third party services that is employed under a service contract to provide services to the British Council. The Affiliate warrants and represents that it will (at the British Council's reasonable expense) execute all such documents and carry out all such acts, as reasonably required to give effect to this clause 14.2.

15 Waiver

A waiver of any right under this Agreement is only effective if it is in writing and it applies only to the party to whom the waiver is addressed and the circumstances for which it is given.

16 Entire agreement

This Agreement and any documents referred to in it constitute the entire agreement and understanding between the parties with respect to the subject matter of this Agreement and supersede, cancel and replace all prior agreements, licences, negotiations and discussions between the parties relating to it. Each party confirms and acknowledges that it has not been induced to enter into this Agreement by, and shall have no remedy in respect of, any statement, representation, warranty or undertaking (whether negligently or innocently made) not expressly incorporated into it. However, nothing in this Agreement purports to exclude liability for any fraudulent statement or act.

17 Variation

No variation of this Agreement shall be valid unless it is in writing and signed by or on behalf of each of the parties.

18 Severance

If any provision of this Agreement (or part of any provision) is found by any court or other authority of competent jurisdiction to be invalid, illegal or unenforceable, that provision or part-provision shall, to the extent required, be deemed not to form part of the Agreement, and the validity and enforceability of the other provisions of the Agreement shall not be affected.

19 Counterparts

This Agreement may be executed in counterparts, each of which when executed shall constitute a duplicate original, but all counterparts shall together constitute one agreement. Where this Agreement is executed in counterparts, following execution each party must promptly deliver the counterpart it has executed to the other party. Transmission of an executed counterpart of this Agreement by email in PDF, JPEG or other agreed format shall take effect as delivery of an executed counterpart of this Agreement.

20 Third party rights

20.1 Subject to clause 1.2.4, this Agreement does not create any rights or benefits enforceable by any person not a party to it except that a person who under clause 14 is a permitted successor or assignee of the rights or benefits of a party may enforce such rights or benefits.

20.2 The parties agree that no consent from the British Council Entities or the persons referred to in this clause is required for the parties to vary or rescind this Agreement (whether or not in a way that varies or extinguishes rights or benefits in favour of such third parties).

21 No partnership or agency

Nothing in this Agreement is intended to, or shall operate to, create a partnership between the parties, or to authorise either party to act as agent for the other, and neither party shall have authority to act in the name or on behalf of or otherwise to bind the other in any way (including the making of any representation or warranty, the assumption of any obligation or liability and the exercise of any right or power) and neither party shall incur any expenditure in the name of or for the account of the other.

22 Force Majeure

22.1 Subject to clauses 22.2 and 22.3, neither party shall be in breach of this Agreement if it is prevented from or delayed in carrying on its business and/or material obligations hereunder by a Force Majeure Event.

22.2 A party that is subject to a Force Majeure Event shall not be in breach of this Agreement provided that:

22.2.1 it promptly notifies the other party in writing of the nature and extent of the Force Majeure Event causing its failure or delay in performance;

22.2.2 it could not have avoided the effect of the Force Majeure Event by taking precautions which, having regard to all the matters known to it before the Force Majeure Event, it ought reasonably to have taken, but did not; and

22.2.3 it has used all reasonable endeavours to mitigate the effect of the Force Majeure Event, to carry out its obligations under this Agreement in any way that is reasonably practicable and to resume the performance of its obligations as soon as reasonably possible.

22.3 Nothing in this clause 22 shall excuse a party for non-performance (or other breach) of this Agreement if such non-performance (or other breach) results from the acts or omissions of any of that party's consultants and/or sub-contractors (except where such acts or omissions are caused by a Force Majeure Event).

23 Notice

23.1 Notice given under this Agreement shall be in writing, sent for the attention of the person signing this Agreement on behalf of the recipient party and to the address given on the front page of this Agreement (or such other address or person as the relevant party may notify to the other party), or by email, and shall be delivered:

23.1.1 personally, in which case the notice will be deemed to have been received at the time of delivery;

23.1.2 by pre-paid, first-class post if the notice is being sent to an address within the country of posting, in which case the notice will be deemed to have been received at 09:00 in the country of receipt on the second (2nd) normal working Day in the country specified in the recipient's address for notices after the date of posting;

23.1.3 by international standard post if being sent to an address outside the country of posting, in which case the notice will be deemed to have been received at 09:00 in the country of receipt on the seventh (7th) normal working Day in the country specified in the recipient's address for notices after the date of posting; or

23.1.4 by email to email address most recently provided to the other party (or such other email address as the relevant party may notify to the other party), in which case, the notice will be deemed to have been received 24 hours after the email has been sent, in each case provided that no out of office auto-reply or error message is received by the sender in response within one hour after transmission of the notice. If an out of office auto-reply or error message is received by the sender in response within one hour after transmission of the notice, then no valid notice has been delivered and the notice must be sent by one of the alternative methods listed above.

23.2 To prove service of notice under clauses 23.1.1 to 23.1.3 above, it is sufficient to prove that the envelope containing the notice was properly addressed and posted or handed to the courier.

24 Governing Law and Dispute Resolution Procedure

24.1 This Agreement and any dispute or claim (including any non-contractual dispute or claim) arising out of or in connection with it or its subject matter, shall be governed by, and construed in accordance with, the laws of England and Wales.

24.2 Subject to the remainder of this clause 24, the parties irrevocably agree that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim (including any non-contractual dispute or claim) that arises out of or in connection with this Agreement or its subject matter.

24.3 In the event that any claim or dispute arises out of or in connection with this Agreement, the parties shall, following service of written notice by one party on the other, attempt to resolve amicably by way of good faith negotiations and discussions any such dispute or claim as soon as reasonably practicable (and in any event within 14 calendar days after such notice or by such later date as the parties may otherwise agree in writing). If the parties are unable to resolve the dispute or claim in accordance with this clause 24.3, either party may commence proceedings in accordance with clause 24.2.

24.4 Nothing in this clause 24 shall prevent either party from applying at any time to the court for injunctive relief on the grounds of infringement, or threatened infringement, of the other party's obligations of confidentiality contained in this Agreement or infringement, or threatened infringement, of the applicant's Intellectual Property Rights.

Schedule 2

Commission Model

The commission model is based on a revenue share basis between the British Council and the Affiliate based on the conversions from Affiliate Links shared by the Affiliate which result in Online Payment and Offline Payment events (as defined below).

Commission rates:

Test	Event Name	Commission Rate
IELTS on Paper	Online Payment-ICP	3%
IELTS on Paper	Offline Payment-ICP	3%
IELTS on Paper	Registered-ICP	0%
IELTS on Computer	Online Payment-ICC	3%
IELTS on Computer	Offline Payment-ICC	3%
IELTS on Computer	Registered-ICC	0%
IELTS for UKVI	Online Payment-VI	3%
IELTS for UKVI	Offline Payment-VI	3%
IELTS for UKVI	Registered-VI	0%

Description of events:

- **Registered:** This event refers to a registration for an IELTS test but where no payment was tracked by the affiliate platform. May also include event names with extensions such Registered- ICP, Registered-VI, Registered-ICC, Registered-O etc.
- **Online Payment:** This event refers to a registration for an IELTS test with an online payment tracked by the affiliate platform. May also include event names with extensions such Online Payment- ICP, Online Payment-VI, Online Payment-ICC, Online Payment-O etc.
- **Offline Payment:** This event refers to a registration for an IELTS test with an offline payment tracked by the affiliate platform. May include event names with extensions such Offline Payment- ICP, Offline Payment-VI, Offline Payment-ICC, Offline Payment-O etc.

Description of Conversions: Both the Online Payment and Offline Payment events are considered as conversions for the purposes of calculation of commission based on the commission rate for these type of events by the British Council to the Affiliate.

Geographical coverage: Turkey, tests booked outside of Turkey will not qualify as conversions.

Attribution mode: The attribution mode used is Last Touch, meaning the last interaction before a conversion is credited. Consequently, if an individual clicks on an Affiliate Link (Link 1), but then does not complete registration and later clicks on a different Affiliate Link (Link 2) and at that point does complete registration and an Online Payment or Offline Payment event, the commission payable will be attributed to Link 2 only.

Testing Affiliate Links: Affiliates should test the final Affiliate Links, including custom links, and ensure that they direct users to the correct landing page. In the case of incorrect or erroneous links, users will be redirected to the corporate website instead of the offer landing page.

Verification: British Council will verify the value and count of conversions for commission calculation. This verification process includes factors such as the geography of registrations. Ineligible conversions will be excluded before commission calculation. The decision of the British Council will be final and binding in relation to the calculation of commission payments due to the Affiliate.

The currency for commission payments will be in Turkey, Commissions will be paid in Turkey converted using British Council FX rate.

Commission Payment: The commission due to the Affiliate will be calculated quarterly by the British Council and the value of the commission due will be communicated by the British Council to the Affiliate via email. Following receipt of an email from the British Council setting out the value of the commission due to the Affiliate, the Affiliate will issue the British Council with its invoice quarterly invoice of commission calculated as being due in arrears. The British Council aims to make the payment of invoices received from the Affiliate within 30 days after the British Council has verified the amount of commission set out in the invoice received from the Affiliate.

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