# The Ambassador Programme Terms of Use

This Ambassador Programme (the "Programme") is operated and managed by The Marketing Lounge Partnership Limited ("MLP"), a company incorporated in England and Wales with registered number 6467245, whose registered office is at The Cow Shed, Walnut Tree Farm, Lower Stretton, Cheshire, WA4 4PG, on behalf of The Marketing Society, 167–169 Great Portland Street, Fifth Floor, London W1W 5PF (the "Society").

The Programme platform (the "Platform") is made available exclusively to authorised users who have an active membership with the Society ("Member" or "Members").

By accessing or using the Programme, you agree to be bound by these Terms of Use (the "Terms"). If you do not agree to these Terms, you must not access or use the Programme.

## Who can participate in the Programme?

**1.** Access is restricted to authorised Members.

**2.** The Society may ask MLP to suspend or terminate a User's access to the Programme where these Terms are breached or where the User is no longer eligible to participate.

**3.** Members will be invited to join the Programme through their Society account.

## How do I access the Programme?

**4.** Approved Members will see a link to join the Programme in their Society account.

**5.** A login link will be provided to Members. Once a Member activates that link, they become a user of the Programme (a "User").

## Purpose of the Programme

**6.** The Programme is intended to provide:

- A unique account for each User.
- The Marketing Society marketing materials and approved assets to support referrals.
- A unique referral code ("Referral Code") for each User.

- The ability to track Qualifying Referrals made using a User's Referral Code.
- Ambassador status once a User reaches 2 Qualifying Referrals.
- Access to perks and benefits associated with Ambassador status and challenges.

## Qualifying Referrals and Ambassador Status

**7.** A "Qualifying Referral" means a new Member who:

- is not an existing Member of The Marketing Society at the time of referral;
- applies using the User's unique Referral Code;
- meets the Society's applicable membership eligibility criteria;
- is accepted into Membership; and
- has paid any applicable Membership fee in full.

**8.** A User becomes an Ambassador once they have made 2 Qualifying Referrals.

**9.** There is no time limit within which Qualifying Referrals must be made. Qualifying Referrals accumulate throughout the User's participation in the Programme and do not reset annually.

## Ambassador Challenges

**10.** From time to time, The Marketing Society may run Ambassador Challenges, giving Ambassadors the opportunity to unlock additional Perks and benefits by achieving a specified number of Qualifying Referrals within a set period. Each Challenge will set out the qualifying criteria, timeframe and Perk or benefit available. For example, the first specified number of Ambassadors to make a specified number of Qualifying Referrals before a stated date may receive tickets to a particular event.

**11.** The Perks and benefits applicable to each Challenge will be communicated as part of the relevant Challenge and may be subject to availability, eligibility criteria, booking requirements and any specific terms communicated with that Challenge.

## Referral Attribution and Responsible Use

**12.** A Qualifying Referral will normally be attributed to the Referral Code used by the new Member when applying. Where more than one User claims the same referral, the Society will determine attribution acting reasonably, having regard to its records and the circumstances of the referral. A referral cannot be attributed to more than one User.

**13.** Referrals can only be attributed where the Referral Code is used when applying to The Marketing Society.

**14.** Users must only share Referral Codes and Programme materials in a lawful, responsible and appropriate manner. Users must not:

- send unsolicited bulk marketing or spam;

- provide the Society or MLP with another person's contact details without an appropriate lawful basis;
- make false or misleading claims about Membership;
- represent themselves as an employee, agent or authorised representative of the Society; or
- use automated, paid or misleading methods to generate referrals.

**15.** When promoting the Society or sharing a Referral Code publicly, Users must make clear that they participate in the Society's Ambassador Programme and may receive benefits or Perks through the Programme. Users must comply with applicable advertising rules and any guidance or instructions provided by the Society.

**16.** Participation in the Programme is conditional upon maintaining an active Membership with the Society. If a User's Membership ends, their access to the Programme, Referral Code, Ambassador status and access to unclaimed Ambassador Perks may also end.

## User Roles and Access Levels

**17.** New Members who sign up as a result of the referral will have access to a welcome Perk, with the option to receive 2 books.

**18.** Ambassadors will have access to Ambassador-only Perks, including eligible events and other benefits made available through the Programme.

**19.** Users will receive an email when Perks become available.

## Contact and Support

**220** Users can contact MLP with questions or support requests through the "Help" section in the Programme.

**23.** Users will be notified by email when support queries are created or responses are sent.

## Trademarks and Programme Materials

**21.** All trademarks, logos, marketing materials and content relating to the Society remain the property of the Society.

**22.** Users are granted a limited, non-exclusive, non-transferable licence to use authorised materials solely for the purpose of promoting The Marketing Society Membership in accordance with the Society's brand guidelines.

**23.** Programme materials must not be:

- altered without written consent;
- used outside the scope of authorised activity; or

- shared with unauthorised third parties.

**24.** All Platform design, structure and functionality, excluding Society content, is owned by MLP.

## Perks

**25.** Perks are subject to the following conditions:

- Perks may be time-limited.
- Perks are subject to availability and any eligibility criteria, booking requirements, deadlines or other conditions stated when the Perk is offered.
- Unless expressly stated otherwise, Perks have no cash value, are non-transferable and cannot be exchanged for cash.
- The Society may substitute a Perk with an alternative of reasonably equivalent value where the original Perk becomes unavailable.
- The Society may suspend or withdraw the Programme on reasonable notice. Where reasonably practicable, Users will be given an opportunity to claim Perks validly earned before the Programme closes, subject to the applicable Perk terms.

**26.** Perks currently available may include:

- Two books: Superfast by Sophie Devonshire and Alchemy by Rory Sutherland.
- Access to selected The Marketing Society events and other Ambassador benefits, as displayed within the Programme.

## How to Claim the Welcome Perk

**27.** A person who has been referred through the Ambassador Programme will be eligible to receive the welcome Perk once they:

- apply to join The Marketing Society using a valid Referral Code;
- are accepted as a Member; and
- have paid the applicable Membership fee in full.
- Once these conditions have been met, the new Member will receive an email confirming their eligibility for the welcome Perk.
- The welcome Perk will consist of the complimentary books available through the Programme at that time, subject to availability. The books will be sent to the postal address provided by the new Member during sign-up. This address will be shared with our fulfilment provider for the purpose of sending the welcome Perk.

- Where books are delivered outside the United Kingdom, local customs duties, import taxes, VAT/GST, handling charges or similar fees may apply. These charges, where applicable, are the responsibility of the recipient. Neither The Marketing Society nor MLP shall be responsible for such charges.
- Delivery times for international shipments may vary and may be affected by customs clearance processes, local postal services or other circumstances beyond the reasonable control of The Marketing Society or MLP. Neither organisation accepts responsibility for delays arising from these factors.
- The Marketing Society and MLP do not guarantee successful delivery of any physical Perk. Where an item is lost, damaged, returned, undeliverable or otherwise unable to be delivered, The Marketing Society reserves the right, at its discretion, to replace the item, provide an alternative benefit of similar value or withdraw the offer.
- The availability of physical Perks may vary by country. The Marketing Society reserves the right to refuse or restrict fulfilment to particular countries or territories where delivery is impractical, prohibited by law, subject to sanctions or export restrictions, or otherwise commercially unreasonable.

28. To request access to eligible The Marketing Society events:

- Once a User becomes a TMS Ambassador, they can access the dedicated section on ambassador.marketingsociety.com
- The Programme will provide a link to the relevant page on The Marketing Society website, where the Ambassador can submit their request.
- Any event-specific eligibility criteria, availability or booking conditions will apply.

## External Links

**29.** MLP does not represent, warrant or endorse, and is not responsible for, any external sites linked to or from the Platform.

**30.** Any external site visited by clicking a link from the Platform is outside MLP's control and is visited at the User's own risk.

## Data Protection and Privacy

**31.** The Marketing Society is the data controller for personal data processed in connection with the Programme.

**32.** The Marketing Society appoints MLP to operate and administer the Programme platform on its behalf. MLP will process only the personal data necessary to provide and administer the Programme and will do so on the Society's documented instructions.

**33.** Personal data processed through the Programme may include a User's name, contact and membership details, Referral Code, referral activity, Ambassador status, Perks claimed and Programme-related communications.

**34.** Only the personal data necessary for MLP to operate and administer the Programme will be made available to MLP.

**35.** Information about individuals referred through the Programme will be limited to what is necessary to administer and validate the referral. Users will not be provided with unnecessary personal information about a referred individual or their Membership application.

**36.** The Marketing Society will process personal data in accordance with its Privacy Policy.

**37.** MLP will process personal data on behalf of the Society in accordance with the Society's documented instructions and the applicable data processing arrangements between the Society and MLP.

## Availability and Maintenance

**38.** MLP is responsible for hosting, maintaining and supporting the technical operation of the Programme.

**39.** MLP does not guarantee uninterrupted availability of the Platform.

**40.** MLP may suspend access for maintenance, updates or security reasons.

## Governing Law and Jurisdiction

**41.** These Terms and any dispute or claim arising out of or in connection with them, including non-contractual disputes or claims, shall be governed by and construed in accordance with the laws of England and Wales.

**42.** The courts of England and Wales shall have exclusive jurisdiction over any dispute or claim arising out of or in connection with these Terms.

## Changes to the Programme or these Terms

**43.** The Society may amend the Programme, available Perks or these Terms from time to time. Where a change materially affects Users' rights or Ambassador status, reasonable notice will be provided where practicable. Perks are to be redeemed within 12 months.

**44.** Changes will not normally affect a Perk that a User has already validly earned or claimed, unless this is necessary for legal, regulatory or security reasons, or due to circumstances outside the Society's reasonable control.

**45.** The Society may reject or cancel a referral, withhold a Perk, suspend Ambassador status or remove a User from the Programme where it reasonably believes there has been fraud, abuse, manipulation, duplicate or fictitious accounts, self-referral, misuse of Referral Codes or other conduct inconsistent with the purpose of the Programme.

**46.** Users may not refer themselves or create accounts or Memberships for the purpose of artificially generating Qualifying Referrals.

**47.** Continued use of the Programme after updated Terms take effect constitutes acceptance of those updated Terms.

*Last updated: 27 October 2026*