



WishlyBox

Advertising Disclosure

Effective Date: May 29, 2026

Wishlists, gifts & events — simplified

Version 1.0

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1. About This Disclosure

This Advertising and Affiliate Disclosure is provided in accordance with U.S. Federal Trade Commission (FTC) guidelines, the GDPR, and applicable consumer protection laws. WishlyBox believes in full transparency about how we generate revenue.

2. How We Earn Revenue

WishlyBox generates revenue through:

- **Paid subscriptions:** users may upgrade to Basic, Premium, or Family plans. This is our primary revenue source.
- **Affiliate commissions:** when users add product links to wishlists, those links may include affiliate tags. If someone clicks the link and makes a purchase, WishlyBox may receive a small commission from the retailer.

WishlyBox does not display advertisements — no banners, pop-ups, sponsored placements, or any form of traditional advertising.

3. How Affiliate Links Work

- You add a product link to your wishlist.
- We may add an affiliate tracking tag to that link.
- When a friend clicks the link, they go to the retailer through the affiliate link.
- If they purchase, the retailer pays us a small commission (typically 1-8%).

4. What This Means for You

The price is not affected. Commissions are paid by the retailer, not the buyer.

Your wishlist is not influenced. We do not suggest or promote products based on affiliate relationships.

You see the original link. As the wishlist owner, you always see the original URL. Affiliate tags are applied only when friends click.

5. What We Never Do

- We **never** add products or recommendations to your wishlists.
- We **never** display ads, pop-ups, or sponsored content.
- We **never** prioritise items based on affiliate commission rates.
- We **never** share your personal data with retailers for marketing.
- We **never** modify the content or order of your wishlist to benefit partners.

6. Third-Party Retailers

WishlyBox may participate in affiliate programmes operated by third-party networks (such as Skimlinks). These networks connect us with online retailers. Each retailer has its own privacy policy. WishlyBox is not responsible for third-party products or services.

7. Your Choices

You are not required to use product links. You can add wishes as text-only entries without any links. Affiliate tracking applies only to product URLs.

8. Contact

Questions: support@wishlybox.com | Privacy: legal@wishlybox.com

This is version 1.0 of WishlyBox's Advertising Disclosure, dated May 29, 2026.