

Terms & Conditions

Traffic Bull · Digital Stars Ltd (C86214) · Version in force 30 August 2022

Superseded — retained for reference only. See trafficbull.com/legal for the current version.

These Terms & Conditions ("Terms") govern your access to and use of the TrafficBull website and platform (the "Service"). By creating an account, accessing or using the Service, you agree to be bound by these Terms. If you do not agree, do not use the Service.

1. Eligibility & Accounts

You must be at least 18 years old and able to form a legally binding contract to use the Service. You are responsible for maintaining the confidentiality of your account credentials and for all activity that occurs under your account. You agree to provide accurate, current and complete information during registration and to keep it up to date.

TrafficBull may suspend or terminate accounts that violate these Terms, engage in fraudulent activity, or generate invalid traffic.

2. The Service

TrafficBull is a Members Area Traffic network that connects advertisers and publishers. We facilitate the buying and selling of traffic through our smart RTB platform and direct deals. We do not guarantee specific volumes, conversion rates, EPC, or revenue, as results depend on many factors outside our control.

3. Advertiser Obligations

Advertisers are solely responsible for the content of their campaigns, landing pages and creatives, and must ensure they comply with all applicable laws, regulations and these Terms. Prohibited content includes anything illegal, malicious, deceptive, or that infringes third-party rights. TrafficBull reserves the right to reject or remove any campaign at its sole discretion.

4. Publisher Obligations

Publishers must only send legitimate, non-incentivized traffic and may not artificially inflate impressions or clicks. Any form of bot traffic, click fraud or misrepresentation of traffic sources is strictly prohibited and may result in forfeiture of earnings and account termination.

5. Payments

Advertiser deposits, publisher payouts, minimum thresholds and payment schedules are described in your account dashboard. TrafficBull is accountable for every single click and provides reporting to support reconciliation. We may withhold payments associated with suspected invalid traffic pending review.

6. Intellectual Property

All trademarks, logos, software and content forming part of the Service are owned by TrafficBull or its licensors and are protected by intellectual property laws. You may not copy, modify, or create derivative works from the Service without prior written permission.

7. Disclaimer & Limitation of Liability

The Service is provided "as is" and "as available" without warranties of any kind. To the maximum extent permitted by law, TrafficBull shall not be liable for any indirect, incidental, special or consequential damages, or loss of profits or revenue, arising from your use of the Service.

8. Changes to These Terms

We may update these Terms from time to time. Material changes will be communicated through the Service or by email. Continued use of the Service after changes take effect constitutes acceptance of the revised Terms.

9. Contact

For any questions about these Terms, please contact us at monetization@trafficbull.com.