# Marketing Guidelines for Referrers

Updated 26 November 2026

## 1 Scope and basic rules

These guidelines apply to members of the 2Be.Vip referral programme. Use approved official materials and provide accurate information. Make clear that you are an independent referrer, not an employee or official support representative. If there is a conflict, the Referral Programme Terms prevail.

## 2 Approved offer description

The package is Cambridge EVOLVE Digital A1, with 18 months of digital access plus either 300 one-to-one minutes or 1,200 group minutes (4 weeks) with a live teacher. Self-study begins after Cambridge One activation; live minutes are booked in the learning platform. Do not describe the package as including other levels, more live minutes or a guaranteed outcome or test score. Do not promise a commercial refund or a Golden Guarantee.

## 3 Registration and referrals

Registration is completely free, with no fees, bank card or purchase required. Visitors register first, then book their trial lesson through their account when booking is available. The reward is US$10 for a qualifying direct referred purchase after verification, not for registration or recruiting members. Do not promote team or rank commissions.

## 4 Permitted activities

Share your personal experience honestly and explain the services and features you have used without exaggeration. Use your link or code with clear disclosure that you may receive a reward if a purchase is made. Use only official logos and images. Helpful explanations and honest reviews are permitted.

## 5 Income claims and misleading marketing

Promises of a job, salary, fixed or guaranteed passive income, wealth or rapid financial freedom are prohibited. Do not imply that everyone earns or that earnings are easy and automatic. Do not publish false earnings screenshots or testimonials. Earnings screenshots require written approval and context explaining that results vary. False scarcity, fictitious discounts, changing the price, false claims of partnerships or certifications, and concealing the price, duration or important terms are prohibited.

## 6 Consent and spam prevention

Do not send unsolicited bulk messages through WhatsApp, email or private messages, or add people to groups without consent. Stop when a person asks you to. Purchased lists and collecting contact information from the internet to send messages are prohibited.

## 7 Brand advertising and content

Do not use the name 2Be.Vip or a similar name in a domain, social media account or application without written approval. Do not imitate the website or imply that you are the official organisation. Do not alter the logo or use it to imply that you are an employee. Advertisements resembling an official page and bidding on brand keywords require written approval. Comply with the laws of your country and advertising platform policies. Hate, discriminatory, violent and sexual content is prohibited, as is targeting minors except within an expressly authorised offer and its terms.

## 8 Disclosure and privacy

Example disclosure: “Referral link: I may receive a reward if you make a qualifying purchase.” Example description: “Learn A1 through digital content and live lessons; your progress depends on your commitment and effort.” Do not collect or store customer data without express authorisation and a lawful basis. Do not request passwords, verification codes or payment information. Keep any data provided to you confidential and delete it when no longer needed, subject to applicable obligations.

## 9 Enforcement and contact

Measures may include a warning, content removal, temporary account suspension, reversal of rewards linked to a violation, membership termination or legal action where needed. For approval of materials or to report a violation: support@2be.vip or privacy@2be.vip.