



**Boar Standard™ Version 1.0**  
Card-Linked Offer Insertion Order (DRAFT)

Final Draft, Published January 2015

[www.cardlinx.org](http://www.cardlinx.org)

**Work Group Chair:**  
Linkable Networks

**Work Group Participants:**

Bank of America  
Cardlytics  
CardSpring  
First Data  
LivingSocial  
MasterCard

# CardLinx Standard Insertion Order (IO) Example

## CardLinx Standard Insertion Order for Boar Standard Version 1.0

---

This Insertion Order (“**IO**”) is made between the Parties identified below, is effective as of the IO Effective Date, incorporates Exhibits A-D of this IO, and uses the terms of the CardLinx Boar Standard (“**Terms**”) located at <http://cardlinx.org/boar-standard>. This IO will become effective on the IO Effective Date and remain in effect for the duration of each Campaign (as specified in Exhibit A). Any capitalized terms that are not defined in this IO will have the meaning given them in the Terms. If there is a conflict between this IO and the Terms then the terms of this IO will control.

The Parties acknowledge that an Agency may be signing this IO on behalf of the Advertiser that is identified in the IO Details Form. In such case and unless the context indicates otherwise, the references to “Advertiser” will include Agency acting on behalf of Advertiser.

The Parties also acknowledge that a Reseller may be signing this IO and acting as an authorized Reseller of the CLO Services on behalf of the CLO Service Provider that is identified on the IO Details Form. In such case and unless the context indicates otherwise, the references to “CLO Service Provider” will refer to Reseller acting as the authorized reseller of the CLO Services.

**IO Effective Date:**

### Name and Contact Information of Parties

---

Advertiser		CLO Service Provider	
Entity Name	<input type="text"/>	Entity Name	<input type="text"/>
Address	<input type="text"/>	Address	<input type="text"/>
Attention	<input type="text"/>	Attention	<input type="text"/>
Phone	<input type="text"/>	Phone Number	<input type="text"/>

### Agreed and Accepted

---

Advertiser		CLO Service Provider	
Signature	<input type="text"/>	Signature	<input type="text"/>
Name	<input type="text"/>	Name	<input type="text"/>
Title	<input type="text"/>	Title	<input type="text"/>
Date	<input type="text"/>	Date	<input type="text"/>
Email	<input type="text"/>	Email	<input type="text"/>

# CardLinx Standard Insertion Order (IO) Example

CardLinx Standard Insertion Order for Boar Standard Version 1.0

---

## Exhibit A –CLO Services (Tables are Illustrative Only)

**CLO Services** – Advertiser approves the Offer(s) described herein.

Campaign Details	
Campaign Name	
Campaign Description	
Campaign Start Date	
Campaign End Date	
Authorized Distribution Channel(s)	

Offer Information	

Valid Locations	
Street, Address, City, Zip	
Street, Address, City, Zip	
Street, Address, City, Zip	
Street, Address, City, Zip	
Attachment for Additional	

Offer Listing Information	
Images	
Other Materials	

# CardLinx Standard Insertion Order (IO) Example

CardLinx Standard Insertion Order for Boar Standard Version 1.0

---

## Exhibit B - Fees & Payment (Tables are Illustrative Only)

**Payment** – Advertiser will pay CLO Service Provider, as consideration for each Campaign, the amounts set forth in this Exhibit B – Fees & Payment. CLO Service Provider will, at its option, submit invoices to Advertiser at the billing address set forth in this Exhibit B – Fees & Payment, and Advertiser will pay the invoiced amounts within seven (7) days of receipt of the invoice. For clarity, if an Agent has entered into this IO on behalf of an Advertiser, the Agent will be solely responsible for all amounts due to CLO Service Provider (e.g., payment will not be conditioned upon Agent’s collection from Advertiser).

Fees	

Billing Information to Invoice Advertiser	
Advertiser	
Address	
Address	
City, State, Zip	
Contact Name	
Contact Title	
Contact Email Address	
Contact Phone Number	
Other	

Payment Information to pay CLO Service Provider	
Mail	
Wire	

# CardLinx Standard Insertion Order (IO) Example

CardLinx Standard Insertion Order for Boar Standard Version 1.0

---

## **Exhibit C - Reporting & Use of Data**

**Reporting** – CLO Service Provider will, on a regular schedule (but not less than monthly) and in a form and format determined by CLO Service Provider and in compliance with the CardLinx Reporting Standard, provide Advertiser with reporting (“**Reports**”). The Reports will include the detail set forth in the Reporting Form (which may include Payment Card Data) provided that CLO Service Provider may revise such details upon notice to Advertiser. The Reporting Form is attached to this Exhibit C.

**Use of CLO Transaction Data** – Advertiser will limit its use of CLO Transaction Data, including any Payment Card Data provided as part of the Reports, solely for purposes of confirming the activity in connection with an Offer. Advertiser will retain the CLO Transaction Data only for so long as Advertiser has a legitimate business need to retain it but in no event for longer than ninety (90) days following receipt (or such shorter period designated by CLO Service Provider, in the event CLO Service Provider has restrictions imposed on such data by third parties) and will cease use of and delete the CLO Transaction Data following such period. Advertiser will not, except for purposes of confirmation described in the preceding sentence use the CLO Transaction Data for any other internal or external purposes. Without limiting the restriction in the preceding sentence, Advertiser will not use, analyze, derive from, or combine with other data elements, the CLO Transaction Data in order to determine transaction related information (e.g., to discern cardholder identity or characteristics, transaction history or characteristics, etc.). The CLO Transaction Data is Confidential Information and subject to the restrictions contained in the Terms.

**Use of Campaign Data** – CLO Service Provider may use the nonpublic information it obtains that pertains to a Campaign delivered under this IO for purposes of providing the CLO Services as contemplated in the Terms and this IO (including sharing such information with third parties engaged to support the CLO Services) and for purposes of generally improving the CLO Services.

# CardLinx Standard Insertion Order (IO) Example

CardLinx Standard Insertion Order for Boar Standard Version 1.0

---

## **Exhibit C - Reporting Form**

See <http://cardlinx.org/hummingbird-standard>

# CardLinx Standard Insertion Order (IO) Example

CardLinx Standard Insertion Order for Boar Standard Version 1.0

---

## **Exhibit D – Other Terms**

**Settlement Funding** –

**Venue** – [Insert exclusive venue, if desired. See §13(d) of Terms]

**Additional Terms** – The Parties agree to the following additional terms: