

TOTEMIAN CANCELLATION & REFUND POLICY

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1. Purpose and Scope

This Cancellation & Refund Policy (the "Policy") sets out how advertising campaigns on the Totemian Brandboard network may be cancelled or rescheduled, and how refunds are handled. It applies to engagements formed under a Master Advertising Service Agreement (MASA) and an Order Form, and supplements those documents. If an executed Order Form states different cancellation or refund terms, the Order Form prevails for that engagement. Section 7 summarizes the corresponding rules for Tribe26 promotional partners (Nodes).

2. Key Dates and Notice

"Campaign Start Date" means the start date stated in the Order Form. A cancellation or rescheduling request is effective only when given in writing (email is sufficient) to the Totemian contact identified in the Order Form, with a copy to fin@totemian.com, and is deemed received on Totemian's written confirmation of receipt, which Totemian provides promptly.

3. Cancellation by the Advertiser

3.1 Seven (7) days or more before the Campaign Start Date. The Advertiser may cancel at no charge. Any prepaid Fees for the cancelled campaign are refunded in full.

3.2 Less than seven (7) days before the Campaign Start Date. The Advertiser may cancel subject to a cancellation fee equal to twenty-five percent (25%) of the total Fees for the cancelled campaign under the applicable Order Form. The remainder of any prepaid Fees is refunded.

3.3 On or after the Campaign Start Date. In accordance with MASA Section 4.6, Fees for a campaign that has commenced are non-refundable, except in the case of a material breach by Totemian that is not cured in accordance with MASA Section 8.2, or as otherwise expressly stated in the Order Form.

3.4 Refund processing. Refunds due under this Policy are processed within fifteen (15) business days of the effective cancellation date, to the original payment method where possible.

4. Rescheduling

Instead of cancelling, the Advertiser may request to reschedule the campaign once, at no charge, by written notice given seven (7) days or more before the Campaign Start Date, subject to inventory availability within the following ninety (90) days. Rescheduling requests made less than seven (7) days before the Campaign Start Date are accommodated at Totemian's discretion; where accommodation is not possible, the request is treated under Section 3.2 if the Advertiser elects to cancel.

5. Cancellation by Totemian

If Totemian cancels a campaign before the Campaign Start Date for reasons not attributable to the Advertiser (for example, loss of inventory or venue availability), the Advertiser may choose between a full refund of prepaid Fees for the affected campaign and rescheduling with equivalent value.

Suspension or termination for the Advertiser's breach, including non-payment, is governed by the MASA and does not give rise to a refund of accrued amounts.

6. Content Readiness

Rejection of content under the Totemian Content & Publishing Guidelines does not suspend the engagement or payment obligations. If a campaign cannot start on the Campaign Start Date because the Advertiser has not supplied compliant content, the campaign period and Fees remain as stated in the Order Form unless the parties agree a revised schedule in writing.

7. Tribe26 Nodes (Offer Withdrawal)

For promotional partners under the Master Promotional Partner Agreement (MPPA), modification or withdrawal of an Offer before its scheduled end date requires at least seven (7) days' written notice in accordance with MPPA Section 3.3. The Node remains liable for Cashback Liability and any Commission accrued in respect of Qualifying Purchases made before the effective date of withdrawal.

8. Force Majeure

Interruptions caused by force majeure events are governed by MASA Section 9. Where a force majeure event continues for more than thirty (30) consecutive days, either party may terminate the affected Order Form on written notice, and prepaid Fees attributable to undelivered campaign days after the termination date are refunded.

9. Version Control

This Policy is published at totemian.com/legal/cancellation with a version number and effective date, and archived in accordance with the versioning rules at totemian.com/legal. An engagement is governed by the version referenced in, or in force on the effective date of, its Order Form.

Version	Effective date	Changes	PDF
v1.0	Aug 18, 2026	Initial published version	cancellation-v1.0.pdf