Lamsa

Affiliate Marketing *Toolkit*

Do's and don'ts for promoting Lamsa in the UAE

Last updated November 2026

We're not lawyers. This toolkit gives practical recommendations for promoting Lamsa, based on UAE rules on advertising, telemarketing and personal data. It is not legal advice. The Lamsa Affiliates terms at affiliates.lamsabook.com/terms always come first. If you're unsure whether something is allowed where you live, check with your own adviser.

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Using the Lamsa *name* and logo

Affiliates may use the Lamsa name and logo to promote Lamsa, as long as everyone can tell you are an affiliate, not Lamsa.

Do

- ✓ Use the Lamsa logo exactly as we provide it, with your disclosure (slide 5)
- ✓ Make clear a group or page you run is unofficial, for example "Salon tips with Lina (unofficial Lamsa partner)"
- ✓ Change or stop any use of our name as soon as we ask
- ✓ Tell us at support@lamsabook.com if you see someone pretending to be Lamsa

Don't

- ✗ Put "Lamsa" or "Lamsabook" in your business name, website address, social handle or app name
- ✗ Present yourself as Lamsa, a Lamsa employee or a Lamsa representative
- ✗ Change the logo, its colours or its shape
- ✗ Let anyone else use the Lamsa name or logo through you
- ✗ Bid on "Lamsa" or "Lamsabook" in Google or other search ads

Advertising: *true* and not misleading

Everything you say about Lamsa must be true, and nothing important can be left out.

Do

- ✓ Speak from your own experience with Lamsa, and say when something is your opinion
- ✓ Use the facts on lamsabook.com: AED 155.50 a month, zero commission on bookings, reminders from the salon's own WhatsApp number, 14 days free
- ✓ Mention the price, so nobody is surprised later
- ✓ Ask us before comparing Lamsa with another app by name

Don't

- ✗ Promise more bookings, more clients or more revenue
- ✗ Say you use Lamsa if you don't, or praise it if you don't like it
- ✗ Invent discounts, free months or features
- ✗ Say things about other apps you can't back up
- ✗ Leave out something that would change a salon owner's mind

Saying you earn a *commission*

Lamsa pays you when a salon you bring pays for Lamsa. That is a paid connection, and in the UAE paid promotion has to be clearly marked as paid. So every post, video or message with your link or code must say so.

Do

- ✓ Say it in plain words, where people see it without tapping "more"
- ✓ Put it in the same post or message as your link or code, every time
- ✓ Turn on the platform's paid partnership label as well
- ✓ Use the lines on the next slide

Don't

- ✗ Hide it in a pile of hashtags or behind "more"
- ✗ Use shorthand like "spons", "aff" or "thanks Lamsa" on its own
- ✗ Mention it once and leave it out of later posts
- ✗ Share your link in a group without saying you're paid

Disclosure lines, by type of *post*

Clear (easy to understand) and impossible to miss (easy to see or hear).

What you're posting	Where the disclosure goes	What it says (pick one)
Photo or text post Instagram, Facebook, LinkedIn, X	In the first line of the caption. If your link sits lower down, again right next to the link. Turn on the paid partnership label.	#ad I'm a paid Lamsa affiliate. I'm a Lamsa affiliate and earn a commission if you sign up through my link: [link]
Video Reels, TikTok, YouTube, stories	Said out loud in the first seconds, shown on screen long enough to read (solid background, big text), and in the description.	"This is a paid partnership. I'm a Lamsa affiliate."
Live stream	Said at the start, shown on screen, and repeated every few minutes for people who join late.	"Quick reminder: I'm a paid Lamsa affiliate."
WhatsApp, email or chat	In the same message as your link, in plain words.	Full disclosure, I'm a Lamsa affiliate and get a commission if you sign up through my link: [link]

Talking about results and *money*

You're recommending a booking tool to salon owners, not selling a way to make money. Ask us first before you share any results, yours or a salon's.

Do

- ✓ Talk about what Lamsa does for a salon day to day
- ✓ Share your opinion about Lamsa, clearly as an opinion
- ✓ Get our OK before posting any numbers: bookings, revenue, or what you earn as an affiliate

Don't

- ✗ Call it a "business opportunity", "passive income" or "easy money"
- ✗ Guarantee that a salon will get more bookings or earn a certain amount
- ✗ Post screenshots of your commissions, or say what others could earn as affiliates
- ✗ Imply success with no effort, like "money while you sleep"
- ✗ Promise help you won't really give

Email

Marketing email should only go to people who agreed to get it, and must be honest about who sent it and why.

Do

- ✓ Email only people who agreed to hear from you
- ✓ Say the email is promotion, and that you're a paid Lamsa affiliate
- ✓ Say who you are and where you're based
- ✓ Give an easy way to stop your emails, and honour it quickly
- ✓ Check that anyone who sends emails for you follows these rules too

Don't

- ✗ Use a subject line that tricks people into opening
- ✗ Hide or fake who the email is from
- ✗ Buy email lists, or add people who never agreed
- ✗ Keep emailing someone who asked you to stop

Example: a good *email*

Sara Khan <sara@sarasupplies.ae>
Subject: The booking app I recommend to salons (paid partnership)

Hi Noor,

You asked me last week what I use to manage bookings. I recommend Lamsa: AED 155.50 a month, no commission on bookings, and reminders go out from your own WhatsApp number. You can try it 14 days free.

1. **I'm a paid Lamsa affiliate** and earn a commission if you sign up through my link: affiliates.lamsabook.com/sara

2. This email is promotional.
3. Sara Supplies, Al Quoz Industrial Area 3, Dubai, UAE
4. Don't want these emails? Reply STOP or unsubscribe here.

1. **Says she's paid**
   In the same email as the link, in plain words.
2. **Marked as promotion**
   The subject and footer are honest about what this is.
3. **Says where she's based**
   A real business name and address.
4. **Easy way to stop**
   And she removes anyone who asks, straight away.

WhatsApp, calls and *texts*

UAE telemarketing rules (Cabinet Resolution 56 of 2024) cover marketing calls, text messages and marketing messages on WhatsApp and other social apps. Fines are heavy, so keep it personal.

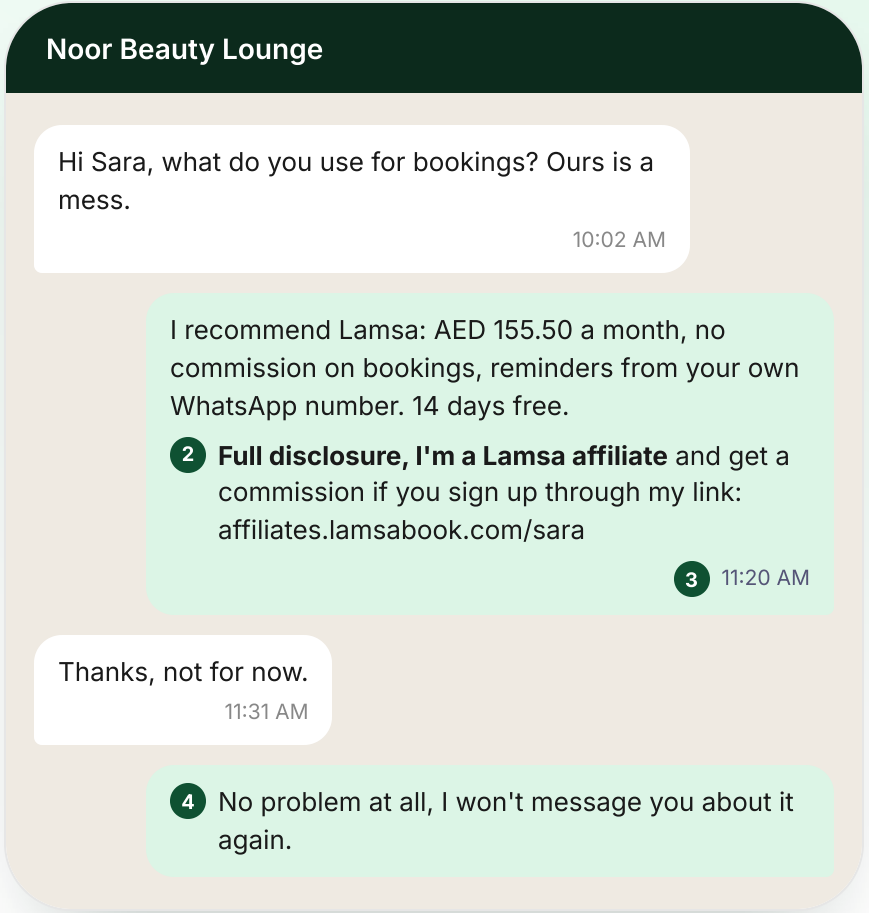
Do

- ✓ Message people who know you, or who asked you about booking software
- ✓ Keep marketing calls and messages between 9 AM and 6 PM
- ✓ Say you're a paid Lamsa affiliate in the same message as your link
- ✓ Stop as soon as someone says no, and don't contact them about it again
- ✓ Use your own number, in your own name

Don't

- ✗ Buy, scrape or share lists of phone numbers
- ✗ Send bulk broadcasts or group blasts to strangers
- ✗ Contact numbers on the UAE Do Not Call Registry
- ✗ Use bots, auto-dialers or recorded voices
- ✗ Call or message again after someone said no

Example: a good WhatsApp *message*



1 She asked first

Sara only messages people who know her or asked her. No lists, no strangers.

2 Disclosure with the link

Plain words, in the same message.

3 Sent at a decent hour

Between 9 AM and 6 PM.

4 Stops when told

One "no" is enough. No follow-ups.

Other people's *details*

When you collect or use someone's name, phone number or email, the UAE data protection law applies.
Get consent, and use details only for what people agreed to.

Do

- ✓ Get consent before you collect or use someone's details
- ✓ Keep what you collect safe, and delete it when someone asks
- ✓ Post your own privacy notice if you collect details on a website or form
- ✓ Read the Lamsa privacy policy at lamsabook.com/privacy

Don't

- ✗ Collect or use people's details without their consent
- ✗ Pass salon owners' details to anyone else
- ✗ Upload contact lists into tools without the people's consent

Paid ads and *social media*

Paid promotion on social media in the UAE is regulated by the UAE Media Council. Each platform also has its own rules for ads and branded content.

Do

- ✓ Mark paid posts as ads, and use the platform's paid partnership tools
- ✓ Check whether you need an advertiser permit from the UAE Media Council before running paid promotion
- ✓ Follow each platform's own rules on ads and branded content

Don't

- ✗ Run ads that look like they come from Lamsa
- ✗ Name your ad account or page after Lamsa
- ✗ Bid on "Lamsa" or "Lamsabook" as search keywords

Check before you *post*

Every answer should be yes. A ⛔ means: if the answer is no, stop and fix it, or ask us.

Start here: everything you share

- Is it true, and based on your own experience with Lamsa? ⛔
- Does it avoid promising bookings, revenue or income? ⛔
- Does it avoid "business opportunity", "passive income" and money talk? ⛔
- Is the Lamsa name and logo used as given, with nothing that looks official? ⛔
- Does it say clearly that you're a paid Lamsa affiliate? ⛔

Then: how are you sharing it?

WhatsApp, calls, texts

- Do they know you, or did they ask? ⛔
- Is it between 9 AM and 6 PM? ⛔
- Have they never said no before? ⛔
- Not on the Do Not Call Registry? ⛔

Email

- Did they agree to hear from you? ⛔
- Is the subject line honest? ⛔
- Does it say it's promotion and where you're based? ⛔
- Is there an easy way to stop your emails? ⛔

Social post or video

- Disclosure in the first line, or the first seconds? ⛔
- Said out loud in a video, repeated in a live? ⛔
- Paid partnership label on? ⛔
- Is your handle free of "Lamsa"? ⛔

Paid ad

- Marked as an ad? ⛔
- Any UAE Media Council permit you need? ⛔
- Not bidding on "Lamsa"? ⛔
- Doesn't look like it's from Lamsa? ⛔

All yes? You're ready to share.

Not sure? support@lamsabook.com

What happens if the rules are *broken*?

Every affiliate is responsible for following the law and the Lamsa Affiliates terms. This toolkit makes those rules simpler, but it doesn't cover everything, so read the terms at affiliates.lamsabook.com/terms. If the two ever differ, the terms win.

We check how Lamsa is promoted. If something breaks the rules, we decide what to do based on how serious it is. Ignoring a request to fix something counts as breaking the rules.

1. We ask you to fix it. Change or remove the post or message.

2. We hold the commission involved while we look into it.

3. We pause your account. No payouts until it's sorted.

4. We remove you. Everything not yet paid out is forfeited, your link stops working, and you must stop using the Lamsa name.

Bottom line: follow the rules, follow the law, and act fast if we ask you to change something.

Questions?

Not sure about a post or a message? Ask before you share it.

support@lamsabook.com

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