



3.003 Promo Code Management Policy

Policy Purpose and Scope

The purpose of this policy is to outline the process by which promo codes are requested, approved and implemented within the Billing System.

Roles and Responsibilities

The Controller is responsible for maintaining and updating this policy and ensuring all information is accurate and the current process is documented. Executive Staff approval is required before any promotional offers can be created.

Operational Procedures

Most promotional offers will be generated by the Sales/Social Media Department for tradeshows, contests or other campaigns. All promotional offers must be submitted to an Executive Staff member for consideration and approval.

When requesting a promotional code for products or services, the following procedures must be followed:

1. New promotional offers must be submitted using a "New Promo Code Request" form which is located in Google Docs - <https://docs.google.com/a/photobiz.com> . Titled Promo Code Request Form.
2. The "New Promo Code Request" form **requires** the submitter to obtain approval from Lauren Ascencios as indicated by her signature on the form. The submitter must also attach supporting documentation.
3. Once the proposed promotional offer is approved, the Controller will review the form and ensure supporting documentation is attached. If form is complete and documentation is sufficient, the Promo Code will be set-up in the billing system according to the instructions detailed on the Promo Code Request form.
4. Once a code is entered into the billing system, it will be tested by the Billing Department to ensure that the price is calculating correctly.
5. Completed "New Promo Code Requested" forms are maintained by the Controller and labeled as active or inactive. Any changes to an existing Promo Code will require appropriate approval.
6. A monthly report listing all active Promo Codes will be created by the Controller and reviewed with Lauren Ascencios.