



## Give as you Live – how it works

### **What is Give as you Live?**

Give as you Live is a shopping and price comparison website with a heart. It's an affiliate scheme, much like comparethemarket.com. Give as you Live is paid a commission by the retailer for sending traffic and driving sales to the retailer's site, and Give as you Live shares the funds raised with the user's chosen charity, like PSN.

Give as you Live is a web-based product, meaning you can shop with Give as you Live through their online store or you can install Give as you Live on to your computer and shop directly with your favourite stores.

If you sign up to donate money to PSN, a percentage of every purchase you make will be donated directly to us and it will cost you nothing.

### **Where does the money come from?**

Like other price comparison websites, Give as you Live generates money through affiliate marketing. This means that retailers pay them a commission each time a sale is generated through Give as you Live, with at least 50% of the commission passed on to PSN. Affiliate programmes are used by most well-known stores where they pay a commission for every person who is referred to their website and buys a product. This commission is often a percentage of the overall purchase made. Affiliate marketing is frequently used on comparison or cashback websites.

### **Will my shopping cost more?**

No. There is no price mark-up on Give as you Live products or services. You pay the same price as you would if you visited the store's site directly. The money that is donated to PSN is from the commission that the retailer pays Give as you Live for directing a sale to their website.