Super Partners – Negative Keyword List

Referenced in the Super Partners Terms and Conditions and in PPC Insertion Orders. To be published at www.superpartners.com/negative-keywords and updated from time to time.

The Publisher/Affiliate must apply the following negative keyword list to all PPC and paid-search campaigns, on both phrase and exact match. This list is maintained centrally by Super Partners and updated from time to time.

Part A – Core Merchant Brands

BRAND	EXACT NEGATIVE MATCH	PHRASE NEGATIVE MATCH
JackpotCity	[jackpot city]	"jackpot city"
JackpotCity	[jack pot city]	"jack pot city"
JackpotCity	[jackpotcity]	"jackpotcity"
Spin Casino	[spin casino]	"spincasino"
Spin Casino	[spincasino]	"spin palace"
Spin Casino	[spin palace]	"spinpalace"
Spin Casino	[spin casino canada]	
Spin Casino	[spin casino ontario]	
Spin Casino	[spin casino online]	
Spin Casino	[spim casino]	
Spin Casino	[spincasino ca]	
Spin Casino	[play spin casino]	
Spin Casino	[spin palace real money]	
Spin Casino	[secure spin casino]	
Spin Casino	[spin casino mobile]	
Spin Casino	[spinpalace]	
Spin Casino	[palace casino]	
Royal vegas	[royal vegas]	"royal vegas"
Royal vegas	[royalvegas]	"royalvegas"
Royal vegas	[vegas royal]	"vegas royal"
Royal vegas	[vegasroyal]	"vegasroyal"
Royal vegas	[royal casino]	
Royal vegas	[royalcasino]	
Ruby Fortune	[ruby fortune]	"ruby fortune"
Ruby Fortune	[rubyfortune]	"rubyfortune"
Lucky Nugget	[lucky nugget]	"lucky nugget"
Lucky Nugget	[luckynugget]	"luckynugget"
Lucky Nugget	[lucky nuggets]	"lucky nuggets"
Lucky Nugget	[luckynuggets]	"luckynuggets"

All slots	[all slots]	"all slots"
All slots	[allslots]	"allslots"
All slots	[allslotscasino]	"allslotscasino"
All slots	[all slots casino]	"all slots casino"
All slots	[allslots casino]	"allslots casino"
Gaming Club	[gaming club]	"gaming club"
Gaming Club	[gamingclub]	"gamingclub"
Platinum Play	[platinum play]	"platinum play"
Platinum Play	[platinumplay]	"platinumplay"
Platinum Play	[platinum play]	"platinum play"
Platinum Play	[platinum casino]	
River Belle	[river belle]	"river belle"
River Belle	[riverbelle]	"riverbelle"
Mummys Gold	[mummys gold]	"mummys gold"
Mummys Gold	[mummysgold]	"mummysgold"
Mummys Gold	[mummy's gold]	"mummy's gold"
Mummys Gold	[mummy'sgold]	"mummy'sgold"
Voglia di Vincere Casino	[vogliadivincere]	"vogliadivincere"
Voglia di Vincere Casino	[voglia di vincere]	"voglia di vincere"
Voglia di Vincere Casino	[vdv casino]	"vdv casino"
Voglia di Vincere Casino	[casino vdv]	"casino vdv"
Euro Palace	[euro palace]	"euro palace"
Euro Palace	[europalace]	"europalace"
Euro Palace	[euro casino]	"euro casino"
Euro Palace	[casino euro]	"casino euro"
Euro Palace	[eurocasino]	"eurocasino"
Euro Palace	[casinoeuro]	"casinoeuro"
Jackpots In A Flash	[jackpot city flash]	"jackpot city flash"
Jackpots In A Flash	[jackpots city flash]	"jackpots city flash"
Jackpots In A Flash	[jackpots in a flash]	"jackpots in a flash"
Jackpots In A Flash	[jackpot in a flash]	"jackpot in a flash"
Jackpots In A Flash	[jackpotcityflash]	"jackpotcityflash"
Jackpots In A Flash	[jackpotsinaflash]	"jackpotsinaflash"
Jackpots In A Flash	[flash jackpot city]	"flash jackpot city"
Jackpots In A Flash	[flashjackpotcity]	"flashjackpotcity"
Spin Galaxy	[spin galaxy]	"spin galaxy"
Spin Galaxy	[spingalaxy]	"spingalaxy"
Spin Galaxy	[galaxy casino]	"galaxy casino"
Spin Galaxy	[casino galaxy]	"casino galaxy"
Spin Galaxy	[casinogalaxy]	"casinogalaxy"
Spin Galaxy	[galaxycasino]	"galaxycasino"
Betway	[betway]	“betway”
Betway	[bet way]	
Betway	[bet way casino]	

Betway	[bet way com]	
Betway	[bet way sports]	
Betway	[bet ways]	
Hippodrome	[hippodrome]	"hippodrome"
Hippodrome	[hippo drome]	"hippo drome"
Dream Bingo	[dream bingo]	"dream bingo"
Dream Bingo	[dreambingo]	"dreambingo"
Dream Bingo	[dreams bingo]	"dreams bingo"
Dream Bingo	[dreamsbingo]	"dreamsbingo"
Kiwis Treasures	[kiwis treasures]	"kiwis treasures"
Kiwis Treasures	[kiwistreasures]	"kiwistreasures"
Kiwis Treasures	[kiwitreasures]	"kiwitreasures"
Kiwis Treasures	[kiwi treasures]	"kiwi treasures"

Part B – Jumpman Brands

Applies to all Jumpman brands now promoted under the Affiliate Program and associated partner brands operating under the Jumpman Gaming licence.

BRAND	NEGATIVE KEYWORDS (exact & phrase)
123 Spins	123 Spins; 123Spins
24 Spin	24 Spin; 24Spin
Aladdin Slots	Aladdin Slots; AladdinSlots; Aladdin Slots Casino; Aladdin Slots Login
Amazon Slots	Amazon Slots; AmazonSlots; Amazon Slots Login; Amazon Slots Casino; Amazon Slots Sister Sites; Amazon Slots Com; Amazon Slots Free Spins; WWW Amazon Slots; Amazon Slots Machine
Amigo Slots	Amigo Slots; AmigoSlots
Barbados Bingo	Barbados Bingo; BarbadosBingo
Barbados Casino	Barbados Casino; BarbadosCasino
Bezy	Bezy
BGT Games	BGT Games; BGTGames
Big Thunder Slots	Big Thunder Slots; BigThunderSlots; Big Thunder Slots Casino; Big Thunder Slots Login
Big Win Vegas	Big Win Vegas; BigWinVegas
Billion Casino	Billion Casino; BillionCasino
Bingo Aliens	Bingo Aliens; BingoAliens
Bingo Crazy	Bingo Crazy; BingoCrazy
Bingo Fling	Bingo Fling; BingoFling
Bingo Games	Bingo Games; BingoGames
Bjs Arcade	Bjs Arcade; BjsArcade
Bjs Bingo	Bjs Bingo; BjsBingo

Bonanza Slots	Bonanza Slots; BonanzaSlots
Britain Play	Britain Play; BritainPlay
Buddy Slots	Buddy Slots; BuddySlots
Buffalo Spins	Buffalo Spins; BuffaloSpins; Buffalo Spins Casino; Buffalo Spins Login; Buffalo Spins Sister Sites; Buffalo Spins Com
Carlton Bingo	Carlton Bingo; CarltonBingo
Carlton Games	Carlton Games; CarltonGames
Cash Casino	Cash Casino; CashCasino
Casino Game	Casino Game; CasinoGame
Charity Bingo	Charity Bingo; CharityBingo
Cheeky Casino	Cheeky Casino; CheekyCasino
Chilli Spins	Chilli Spins; ChilliSpins
Clover Bingo	Clover Bingo; CloverBingo; Clover Bingo Casino; Clover Bingo Login
Clover Casino	Clover Casino; CloverCasino; Clover Casino Login
Club 3000	Club 3000; Club3000
Cozino	Cozino
Crazy King Casino	Crazy King Casino; CrazyKingCasino
Crystal Slots	Crystal Slots; CrystalSlots
Daily Record Bingo	Daily Record Bingo; DailyRecordBingo; Daily Record; Daily Record Bingo Login
Daisy Slots	Daisy Slots; DaisySlots
Deal or No Deal	Deal or No Deal; DealorNoDeal; Deal or No Deal Casino
Dove Bingo	Dove Bingo; DoveBingo
Dove Casino	Dove Casino; DoveCasino
Dove Slots	Dove Slots; DoveSlots
Easy Slots	Easy Slots; EasySlots
Egypt Slots	Egypt Slots; EgyptSlots
Elf Bingo	Elf Bingo; ElfBingo
Elf Slots	Elf Slots; ElfSlots
Express Wins	Express Wins; ExpressWins
Fabulous Bingo	Fabulous Bingo; FabulousBingo
Fabulous Vegas	Fabulous Vegas; FabulousVegas
Fever Bingo	Fever Bingo; FeverBingo
Fever Slots	Fever Slots; FeverSlots
Fluffy Spins	Fluffy Spins; FluffySpins
Fortune Games	Fortune Games; FortuneGames
Free Spins Bingo	Free Spins Bingo; FreeSpinsBingo
Free Spins No Deposit	Free Spins No Deposit; FreeSpinsNoDeposit
Freebet Casino	Freebet Casino; FreebetCasino
Giant Wins	Giant Wins; GiantWins

Good Day Slots	Good Day Slots; GoodDaySlots
Gotham Slots	Gotham Slots; GothamSlots
Great Britain Casino	Great Britain Casino; GreatBritainCasino
Hey Spin	Hey Spin; HeySpin
Incredible Spins	Incredible Spins; IncredibleSpins; Incredible Spins Casino; Incredible Spins Login
Inn Spins	Inn Spins; InnSpins
Irish Star Wins IE	Irish Star Wins; IrishStarWins
Irish Wins	Irish Wins; IrishWins
Joker Slots	Joker Slots; JokerSlots
Jupiter Slots	Jupiter Slots; JupiterSlots
Justin Casino	Justin Casino; JustinCasino
Kong Casino	Kong Casino; KongCasino; Kong Casino Login
Lady Riches	Lady Riches; LadyRiches
Late Casino	Late Casino; LateCasino
Lights Camera Bingo	Lights Camera Bingo; LightsCameraBingo
Lion Wins	Lion Wins; LionWins
Lit Wins	Lit Wins; LitWins
London Jackpots	London Jackpots; LondonJackpots
Loot Casino	Loot Casino; LootCasino; Loot Casino Login; Loot Casino Sister Sites
Luck Stars Casino	Luck Stars Casino; LuckStarsCasino
Lucky Admiral	Lucky Admiral; LuckyAdmiral
Lucky Cow Bingo	Lucky Cow Bingo; LuckyCowBingo
Lucy Casino	Lucy Casino; LucyCasino
Max Millions	Max Millions; MaxMillions
Mega Reel	Mega Reel; MegaReel
Mega Reel Spins	Mega Reel Spins; MegaReelSpins
Millionaire Games	Millionaire Games; MillionaireGames
Mirror Bingo	Mirror Bingo; MirrorBingo; The Mirror Bingo; Mirror Bingo Login
MoneyReels	MoneyReels; Money Reels
Nation Bingo	Nation Bingo; NationBingo
New Online Slots	New Online Slots; NewOnlineSlots
NewSpins	NewSpins; New Spins
No Deposit Slots	No Deposit Slots; NoDepositSlots
OK Bingo	OK Bingo; OKBingo; OK Bingo Login
Olive Casino	Olive Casino; OliveCasino
Online Casino London	Online Casino London; OnlineCasinoLondon
Online Slots UK	Online Slots UK; OnlineSlotsUK
OnlineBingo	OnlineBingo; Online Bingo
Palace Bingo	Palace Bingo; PalaceBingo

Pay By Mobile Casino	Pay By Mobile Casino; PayByMobileCasino
Pay By Mobile Slots	Pay By Mobile Slots; PayByMobileSlots
Pink Riches	Pink Riches; PinkRiches
Pirate Slots	Pirate Slots; PirateSlots
Play Leon	Play Leon; PlayLeon
Play Your Cards Right Games	Play Your Cards Right Games; PlayYourCardsRightGames
Rainbow Spins	Rainbow Spins; Rainbow Spins Casino; RainbowSpins; Rainbow Spins Login; Rainbow Spins Sister Sites; Rainbow Spins Com
RealFunGames	RealFunGames; Real Fun Games
Rocket Bingo	Rocket Bingo; RocketBingo
Rocket Slots	Rocket Slots; RocketSlots
Rose Slots	Rose Slots; RoseSlots
Roulette Online	Roulette Online; RouletteOnline
Royal Spins	Royal Spins; RoyalSpins
Shipley Slots	Shipley Slots; ShipleySlots
Simba Slots	Simba Slots; SimbaSlots; Simba Slots Casino
Slot Games	Slot Games; SlotGames
Slot Machine	Slot Machine; SlotMachine
Slot Shack	Slot Shack; SlotShack
Slot Sites UK	Slot Sites UK; SlotSitesUK
Slots Baby	Slots Baby; SlotsBaby
Slots Kingdom	Slots Kingdom; SlotsKingdom
Slots Racer	Slots Racer; SlotsRacer
Slots Royale	Slots Royale; SlotsRoyale
Slots UK	Slots UK; SlotsUK
Space Wins	Space Wins; SpaceWins
Star Slots	Star Slots; StarSlots
Star Wins	Star Wins; StarWins; Star Wins Casino; The Star Wins; Star Wins Login
Sugar Spins	Sugar Spins; SugarSpins
Sun Bingo	Sun Bingo; SunBingo
Sun Vegas	Sun Vegas; SunVegas
Super Mega Fluffy	Super Mega Fluffy; SuperMegaFluffy
Swanky Bingo	Swanky Bingo; SwankyBingo
Take a Break Bingo	Take a Break Bingo; TakeaBreakBingo
Take Away Slots	Take Away Slots; TakeAwaySlots
Target Slots	Target Slots; TargetSlots
The Phone Casino	The Phone Casino; ThePhoneCasino
The Sun Play	The Sun Play; TheSunPlay; The Sun Play Casino; The Sun Play Login; The Sun Casino
The X Factor Games	The X Factor Games; TheXFactorGames
Thor Slots	Thor Slots; ThorSlots

Uk Online Slots	Uk Online Slots; UKOnlineSlots
UK Riches	UK Riches; UKRiches
UK Slot Games	UK Slot Games; UkSlotGames
Umbingo	Umbingo
Vegas Moose	Vegas Moose; VegasMoose
VIP Casino	VIP Casino; VIPCasino
Vip Spins	Vip Spins; VipSpins
Volcano Bingo	Volcano Bingo; VolcanoBingo
Welcome Slots	Welcome Slots; WelcomeSlots
Wild 24	Wild 24; Wild24
Wild West Wins	Wild West Wins; WildWestWins; Wild West Wins Casino; Wild West Wins Login
Wizard Slots	Wizard Slots; WizardSlots
Wolf Spins	Wolf Spins; WolfSpins
Wonga Games	Wonga Games; WongaGames
Wowcher Bingo	Wowcher Bingo; WowcherBingo; Wowcher; Wowcher Bingo Login
Wtg Bingo	Wtg Bingo; WtgBingo
Zeus Bingo	Zeus Bingo; ZeusBingo

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