



Guidelines
**for promoting
Deriv.com**

These guidelines will help you promote Deriv.com in line with our values and build a more trustworthy relationship with your clients.

Dos	Don'ts
You may claim that you are an affiliate/IB partner of Deriv.com.	Do not claim that you work for Binary.com or Deriv.com in any of your online profiles (website, Facebook, Instagram, LinkedIn, etc.).
You can create an online profile or website which represents you as an affiliate/IB partner of Deriv.com.	Do not impersonate Deriv.com/Binary.com or create a clone of any of our websites, trading platforms, or social media pages.
To promote Deriv.com through Facebook or Google ads, request permission from your affiliate manager or send an email to marketing@deriv.com . Please include your ad copy, creative (video or image), and the page or website you wish to promote from in your request. You are not allowed to publish a Facebook ad without prior verification and approval of your page by our team.	Do not bid on branded keywords on paid search engine platforms such as Google, Bing, or any other ad network.
You can promote Deriv.com by focusing on our three main brand characteristics — simplicity, flexibility, and reliability.	Do not promote Deriv.com in your campaigns as a luxury product, easy money platform, investment opportunity, or anything which guarantees income to the client.
Please use only marketing materials provided by us as available in your affiliate dashboard. Let us know if you have any specific requirements.	Do not create marketing materials other than the ones provided by us (logo, banners, posters, infographics, guidelines, etc.).
You can set up a promotion campaign or schedule your posts to avoid getting tagged as spam.	Do not spam other people's social media posts, pages, groups, emails, and websites with your affiliate link.

Have questions, suggestions, or concerns?
Email us at partners@deriv.com

Get trading

