

**deriv** | 25 years

# Partners' guidebook





## **Deriv partners' guidebook**

This guide is designed to help you promote Deriv effectively and ethically. By following these rules, you can build trust with your clients and represent Deriv's values. Please read this guide carefully. If you don't follow these rules, we may have to end our partnership. If you have questions or need help, please contact your Account Manager.

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# 01 Branding guidelines



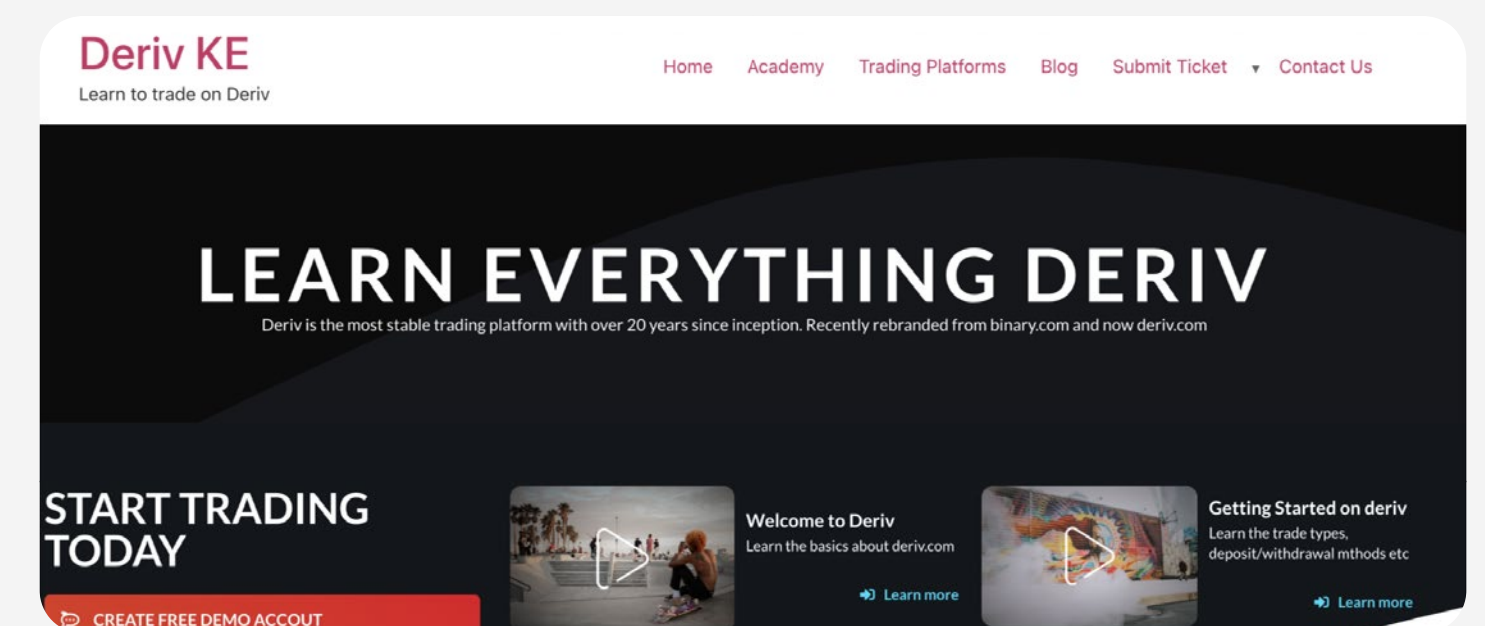
## Use the phrase "Powered by"

Always display the phrase "powered by" above or before the Deriv logo on your website and in any mobile apps you create.



## State your partnership

Clearly communicate your relationship with Deriv. Use phrases like "in partnership with Deriv" and "in association with Deriv" or introduce yourself as Deriv Affiliate.



## Don't impersonate Deriv

You are not allowed to create groups or channels using Deriv's name and logo. On your website and platforms, you cannot:

- Copy entire blocks of content from the Deriv website
- Mention Deriv regulations and regulator details
- Use Deriv employee details or images from the Deriv website

## 02 Creating your online presence

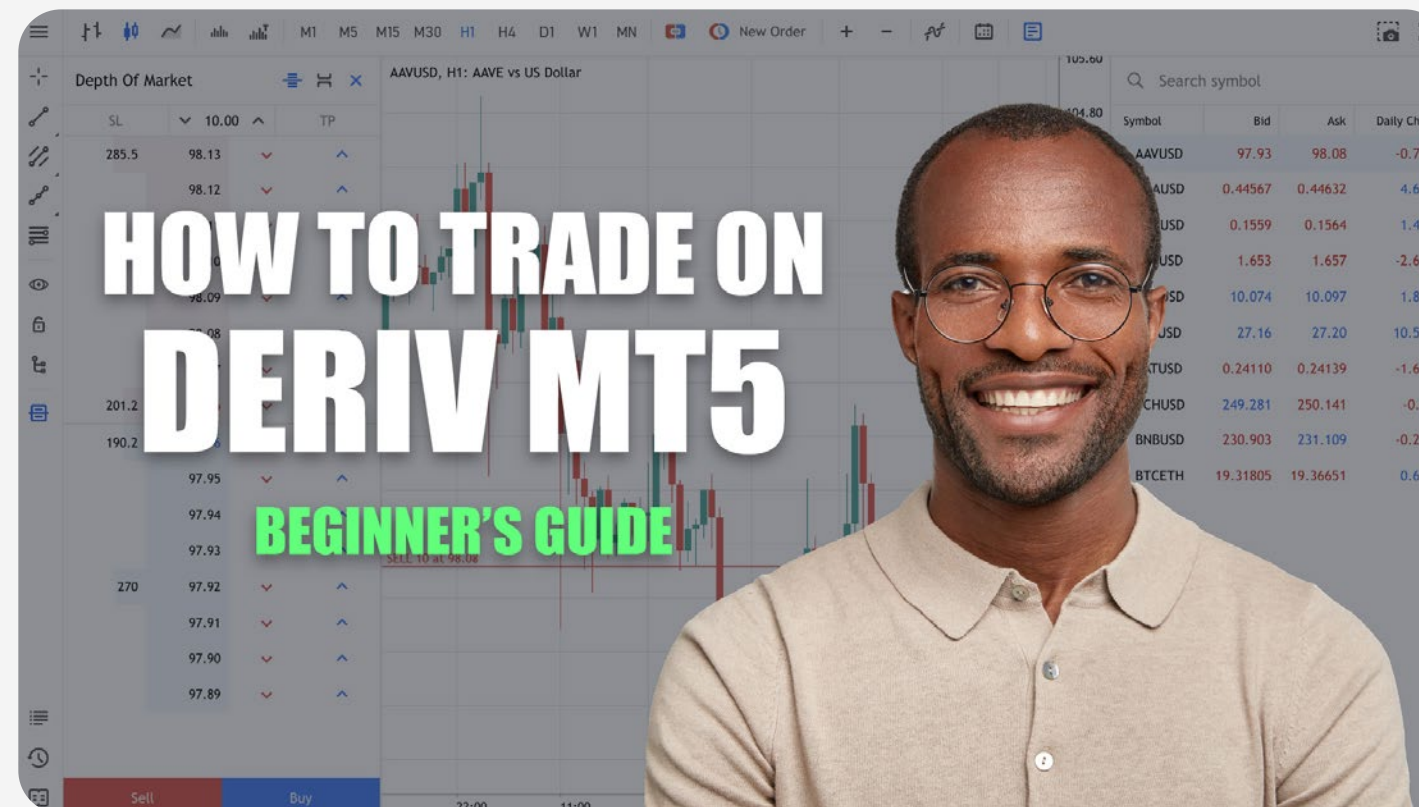
### How to trade

Powered by **deriv**



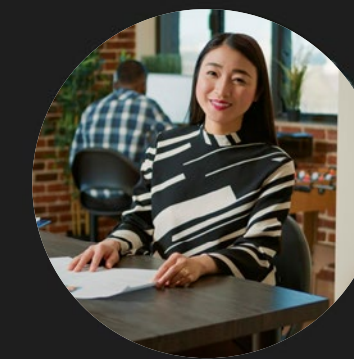
### Unique online identity

Always display the phrase “powered by” above or Keep your own style. Avoid using the same colour scheme as Deriv or names that look like or sound like Deriv.



### Original content creation

Develop your unique online presence as a Deriv partner. This can be through your own website or engaging social media platforms. For example, you can create videos that guide clients on how to get started with Deriv or how to trade.



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(REAL)**

[VIEW IN TELEGRAM](#)

### Personalised user handles

- Ensure your social media handles and website domains are unique.
- Never use or include the company name Deriv in your user handle.



# 03 Marketing and advertising standards

Ad • <https://www.deriv.com/track> ▼

## Deriv.com - Register here - DERIV com

Welcome to **DERIV** our account quick account registration best customer support. background diversification process fast. Award-Winning Platform. Chat Support Available. Sign Up For E-Mail. Highlights: Over 20 Years Of Experience, Chat Option Available.

Ad • <https://track.deriv.com/> ▼

## Deriv.com - Deriv - Official Site

Built upon 20+ Years of Experience. 100+ Tradable Assets. Create Free Demo Account. 24/7. Trading. Highlights: Help Centre Available, 20+ Years Of Experience Available. Chat Support Available. Sign Up For E-Mail. Award-Winning Platform.

[Create Deriv Account](#) · [Contact Us](#) · [Basket Indices](#) · [DBot Trading](#) · [Multipliers Trading](#)

### Keywords not allowed

dtrader	deriv.com
deriv trading	www.deriv.com
deriv live account	deriv.com login
deriv trader	deriv mt5 trading
deriv virtual account	automated trading deriv
deriv	deriv register
deriv app	deriv cfd trading
deriv broker	automated trading deriv
bot trading deriv	

Deriv\_EN\_MT5\_crypto\_EU\_970x90

[View media](#) [Get media code](#) [Media information](#)



## Requesting permission for paid ads

Before promoting Deriv through paid ads on platforms like Facebook or Google, submit a request to your Account Manager or via email at [partners@deriv.com](mailto:partners@deriv.com). Include the ad copy, creative materials (videos/images), keywords, and the destination page.

## Keyword bidding restrictions

Do not bid on branded keywords in paid search engine campaigns (e.g., Google, Bing).

## Use of provided marketing materials

- Use the marketing materials available on your affiliate dashboard to promote Deriv. If you wish to create your own marketing materials, make sure to use appropriate risk warnings.
- Do not overwrite, edit, or tamper with the marketing materials provided by Deriv. Nothing should be blurred out, and the font should be kept the same.

# 04 Promotional practices



## Setting up campaigns

- Plan your promotion campaigns carefully so your posts do not appear as spam.
- Avoid spamming social media platforms, groups, emails, or websites with your affiliate link.



## Social media promotion

- Promote Deriv appropriately on legitimate social media platforms like YouTube, Facebook, Instagram, X, and Telegram.
- Do not use pop-up ads or promotions on illegal websites to advertise your affiliate link.



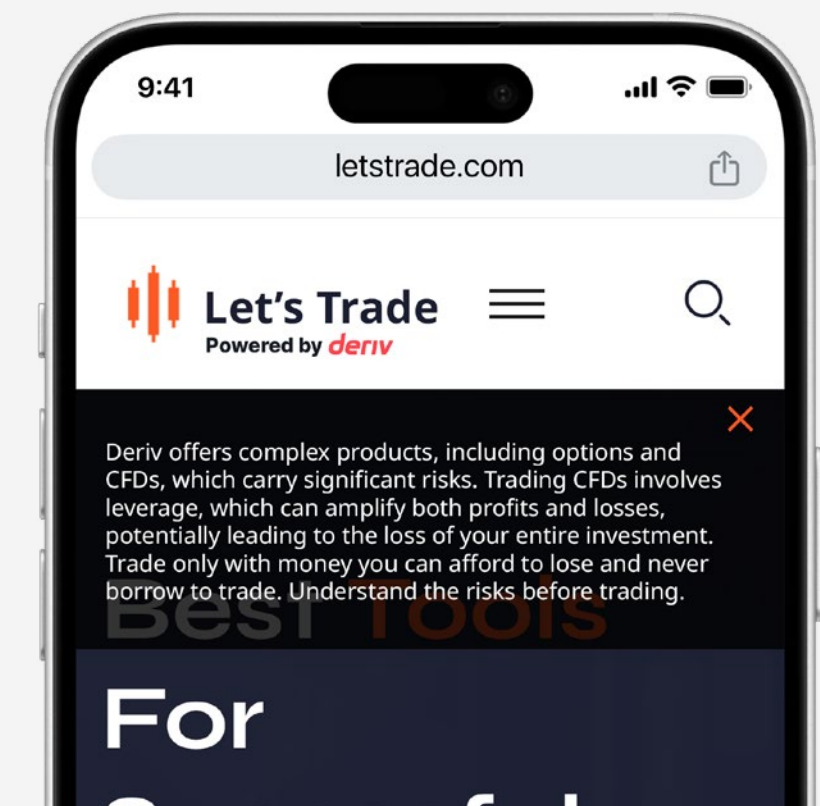
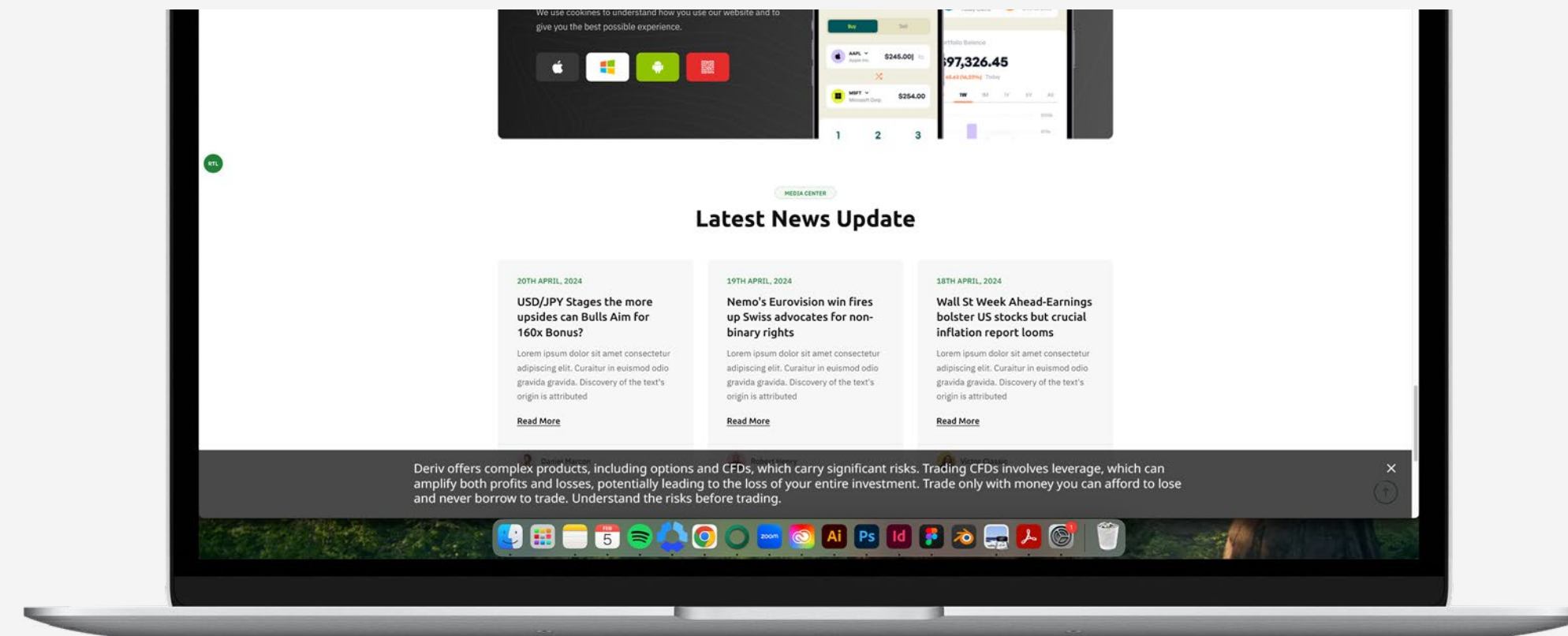
# 05 Communication and transparency



## Clarity in communication

Clearly define the services you are promoting. Make sure it's evident that you are endorsing a trading platform and not a casino or get-rich-quick scheme. For example, you cannot represent Deriv or its products and services as:

- A luxury product
- An easy money platform
- An investment opportunity
- Anything that guarantees income or profit



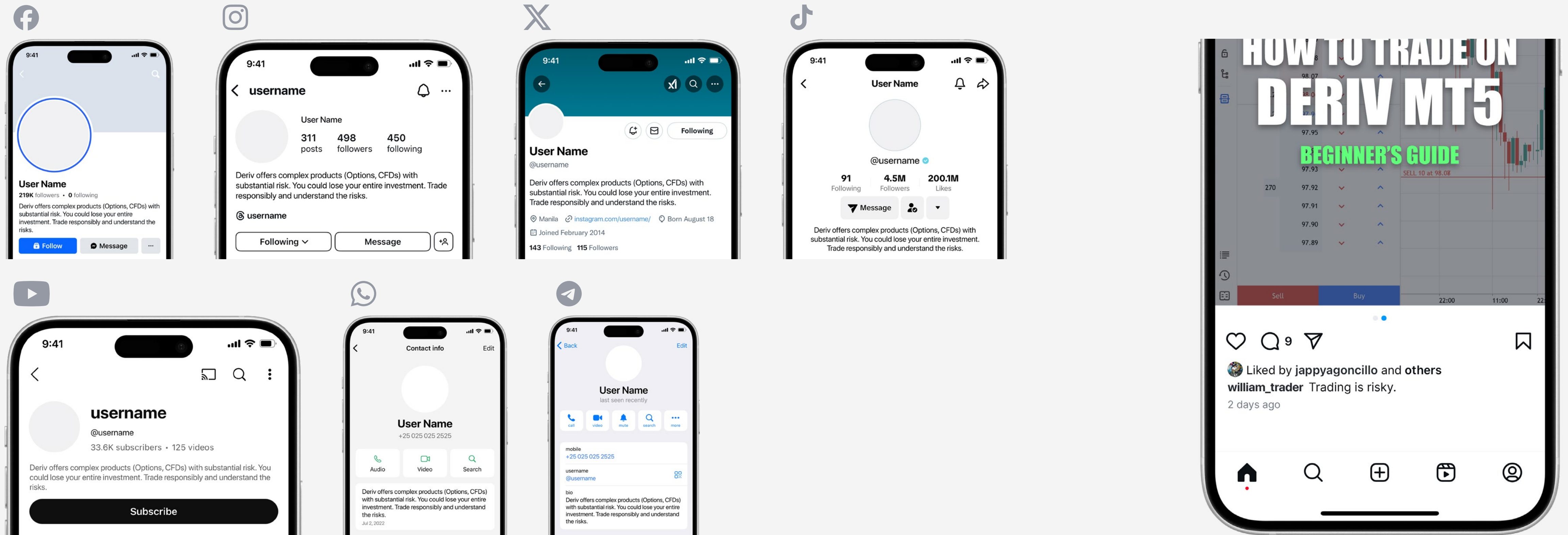
## Risk disclaimers

**Website disclaimer:** Include the following risk disclaimer in a prominent position (either on your website's header or footer, in a readable font and font size):

- "Deriv offers complex products, including options and CFDs, which carry significant risks. Trading CFDs involves leverage, which can amplify both profits and losses, potentially leading to the loss of your entire investment. Trade only with money you can afford to lose and never borrow to trade. Understand the risks before trading."



# 05 Communication and transparency



**Social media disclaimer:** Include the following risk disclaimer on your social media profiles and position it as a banner image, in the bio, or as a pinned post:

- "Deriv offers complex products (Options, CFDs) with substantial risk. You could lose your entire investment. Trade responsibly and understand the risks."

**Posts disclaimer:** Always add one of the following risk disclaimers to your Deriv-related social media posts:

- "Trading is risky."
- "Your capital is at risk. Not investment advice."



## 06 Respecting privacy



- Always obtain permission before taking photos or videos featuring Deriv staff at any events.
- Never share event photos, videos, or recorded calls involving Deriv staff without explicit written permission.



## **Conclusion**

Following these guidelines will help you build a reputable online presence as a Deriv affiliate, fostering trust among your clients and enhancing your promotional efforts. Our partnership thrives on mutual respect and adherence to these standards. If you have any questions or need help, don't hesitate to reach out to your Account Manager.

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