



Gift Card Brand Guidelines

Uber for Business

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Thanks for using Gift Cards with Uber! This toolkit will provide you with the support you need to market gift cards you purchase to approved recipients and ensure your marketing materials align with Uber brand standards. Please use the Table below to find the currency/region applicable to your gift card purchase.

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Gift Card Brand Guidelines - US & CAN

Uber for Business

Introduction

Thanks for using Gift Cards with Uber! This toolkit will provide you with the support you need to market gift cards you purchase to approved recipients and ensure your marketing materials align with Uber brand standards.

Approved Ways of Marketing the Gift Cards: Your Marketing Materials can only use Uber’s Marks in reference to the Uber Gift Cards. Do not imply a partnership or co-marketing.

APPROVED EXAMPLES	DO NOT USE
<ul style="list-style-type: none">● [COMPANY NAME] has given you an Uber Gift Card!● Treat yourself with/Enjoy this Uber Gift Card	<ul style="list-style-type: none">● We’ve partnered with Uber● We’re working with Uber● In connection with Uber

Keep in Mind: Avoid using words or phrases that would exaggerate your relationship with Uber or infer a partnership. Co-marketing of this type, while rare, requires a separate agreement and approval process with Uber. **Interested in Co-Marketing?** Uber has a selective process for co-marketing, sponsorships, or partnerships. Please contact your sales rep or reach out using [THIS LINK](#) if you’d like to learn more.

Pre-Approval Required (Sweepstakes/Promotions): If you plan to run a sweepstakes or promotional campaign that includes the distribution of Uber Gift Cards (ex. as a prize), any Marketing Materials must be submitted to Uber’s Brand Desk for pre-approval.

Brand Desk Submission Link => z.uber.com/branddesk

Currency-Specific Disclaimers

The following terms must be included within the distribution of a gift card code **(USD)**:

By using this gift card, you accept the following terms and conditions: This card is redeemable via the Uber® or Uber Eats app within the U.S. in cities where Uber or Uber Eats is available. Funds do not expire. The card is non-reloadable and, except where required by law, cannot be redeemed for cash, refunded, or returned. You may be required to add a secondary payment method to use this gift card with the Uber or Uber Eats app. The card is not redeemable outside the U.S. Issuer is not responsible for lost or stolen cards, or unauthorized use. This card is issued by The Bancorp Bank, N.A. For full terms and conditions and customer service, visit uber.com/legal/gift.

The following terms must be included in any Marketing Materials that reference the Uber Gift Cards **(United States)**:

Uber Gift Cards are issued by The Bancorp Bank, N.A.

Note: *Marketing of gift cards issued in USD is only approved in english language only.*

The following terms must be included within the distribution of a gift card code (CAD):

English

By using this gift card, you accept the following terms and conditions: This card is redeemable via the Uber® and Uber Eats app within Canada. The card is non-reloadable and, except where required by law, cannot be redeemed for cash, refunded, transferred, or returned. You may be required to add a secondary payment method to use this gift card with the Uber or Uber Eats app. The card is not redeemable outside Canada. Issuer is not responsible for lost or stolen cards, or unauthorized use. This card is issued by Uber Portier Canada Inc. For balance, full terms and conditions and customer service, visit uber.com/legal/gift-cards/en-ca.

French

En utilisant cette carte-cadeau, vous acceptez les conditions d'utilisation suivantes : cette carte est utilisable via l'application Uber® ou Uber Eats au Canada. La carte ne peut pas être rechargée et, sauf exception exigée par la loi, ne peut pas être échangée contre de l'argent liquide, remboursée, transférée, ou retournée. Il peut vous être demandé d'ajouter un second moyen de paiement pour utiliser cette carte avec l'application Uber ou Uber Eats. La carte ne peut pas être utilisée en dehors du Canada. La société émettrice décline toute responsabilité pour la perte ou le vol d'une carte, ou les usages non autorisés. La carte est émise par Uber Portier Canada Inc. Pour visualiser toutes les conditions générales d'utilisation, contacter le service à la clientèle et obtenir le solde, rendez-vous sur uber.com/legal/gift-cards/fr-ca.

Currency-Specific Regulations

Regulatory Requirements - Gift Cards Issued in **USD** (by The Bancorp Bank, N.A.)

- 1 For Email Distributions within the US:** Distribution of gift cards via email must comply with the CAN-SPAM Act (US), or equivalent applicable privacy and consumer protection laws in the state where such gift cards are being distributed.
- 2 For SMS Distributions within the US:** For distribution of gift cards via SMS, company must obtain consents required by TCPA or equivalent applicable privacy and consumer protection laws in the state where such gift cards are being distributed.

Regulatory Requirements - Gift Cards Issued in CAD

1

For Email Distributions: Must comply with Canada's anti-spam legislation, CAN-SPAM Act (US), or GDPR (Europe), or equivalent applicable privacy and consumer protection laws in the region where such gift cards are being distributed.

2

For SMS Distributions:

- Company must obtain consents consistent with Canada's anti-spam legislation and/or equivalent applicable privacy and consumer protection laws in the region where such gift cards are being distributed.
- Must include the ability to unsubscribe from any commercial text message:
 - English Example: *"Reply STOP to unsubscribe"*
 - French Example: *"Répondez STOP pour vous désinscrire"*

Regulatory Requirements - Gift Cards Issued in **Other Non-USD Currencies**

- 1 For Email Distributions:** Distribution of gift cards via email must comply with the CAN-SPAM Act (US), CASL (CAN), or GDPR (Europe), or equivalent applicable privacy and consumer protection laws in the region where such gift cards are being distributed.
- 2 For SMS Distributions:** For distribution of gift cards via SMS, company must obtain consents required by TCPA, or equivalent applicable privacy and consumer protection laws in the region where such gift cards are being distributed.

Community Guidelines

Marketing Materials containing references to Uber Gift Cards should adhere to Uber's [Community Guidelines](#) including, but not limited to, the following scenarios:

- All riders and drivers must be wearing seat belts
- If children are depicted, they should be in properly installed car seats and clearly traveling with a parent/caregiver
- Cars should be following local traffic rules of the road (e.g. not stopped in crosswalks or bike lanes)



Prohibited & Restricted Content

Prohibited Verbiage (United States)

No references to:

- any fees related to the card (since the card carries no fees)
- any card expiration dates (since the card does not expire)
- any capability to redeem the card for cash, except as required by law
- reloading the card (since the card is non-reloadable)
- using the card outside of the territory where it was issued
- Uber Technologies, Inc. as the Issuer of gift cards in USD (gift cards are issued by The Bancorp Bank, N.A. in the US)
- Any word or phrase that may lead a customer to believe they have a credit line or similar

Note:

Refrain from using any confusing, defrauding, deceiving, misleading, or potentially misleading phrases.

Terminology to Avoid Product Confusion

APPROVED EXAMPLES	INCORRECT EXAMPLES
<ul style="list-style-type: none">● Maximum value● Card value● Funds available● Amount stored in your card account● Maximum load on your card	<ul style="list-style-type: none">● Cash limit● Card limit● Limit● Credit Limit● Prepaid limit● Stored Value Limit● Credit Line

Examples of Misleading Phrases

DO NOT USE

- This card is just like a debit card.
- Use this card just like a credit card.
- You will save money by using this card.
- Enjoy the benefits of this card.
- Use like cash or checks at the point of sale.
- This card is a prepaid card.
- Just like cash.
- This card is issued by Uber.

Content Guidelines

Company Marketing Materials need to comply with Uber's Content Guidelines. The goal of these guidelines is to protect the Uber brand and the experience for our consumers, merchants, and advertisers. This means that our policies prohibit content that we believe to be harmful, including:

- Discrimination or harassment on the basis of race, ethnicity, gender, religion, sexual orientation, gender identity or expression, age or disability; culturally insensitive or inappropriate content in any region to which it is directed
- Libel, defamation, false or misleading content, misinformation, including claims which are debunked by third party fact checkers;
- Obscenity, nudity, pornography, adult content, sexually explicit, vulgar, or abusive words and/or activities;
- Controversial and deliberately offensive material including but not limited to excessive or abhorrent violence, content designed to shock, dangerous acts, suicide or self-injury, kidnapping, drug or human trafficking, murder, attempted murder, terrorism, torture, rape, transportation collisions, breaking news, war, religious, and other sensitive content, or content against good taste or decency, clickbait, sensationalist text;
- The assertion or implication of personal attributes of the viewer of the ad such that the ad appears to be targeted to that viewer based on those attributes. This includes but is not limited to direct or indirect assertions or implications about a person's race, ethnicity, religion, beliefs, age, sexual orientation or practices, gender identity, disability, physical or mental health (including medical condition), vulnerable financial status, voting status, membership in a trade union, criminal record, or name;
- Content directed to children under 13 or older depending on local advertising standards;
- Criticism of Uber, or industries in which Uber operates, or criticism of countries in which Uber operates;
- Animal cruelty or abused animals
- Violate any local laws.

Prohibited Content

The following products, services, or activities are prohibited from being marketed in connection with Uber Gift Cards:

- Alcohol advertising which promotes or implies drinking to excess, or lowering of inhibitions, and/or that does not comply with all applicable laws, industry standards, guidelines, licenses, and approvals;
- Alcohol advertising in connection with the Uber Rides App using the Uber brand name or Marks (ex. “Buy 2 drinks and get a free Uber ride home.”);
- Cigarettes, e-cigarettes, cigars, cannabis, and/or tobacco or other nicotine delivery products;
- Illegal substances; Recreational drugs and related products;
- Illegal gambling, gambling advertising to the extent prohibited by the relevant jurisdiction or that misrepresents the benefits of participating or encourage individuals to play beyond their means, or any gambling that does not comply with all applicable licensing and registration laws and requirements or cannot provide proof of current license or registration;
- Weapons (and related accessories) and ammunition, fireworks, explosives, or any hazardous material or restricted chemical, or materials that could combine to create an explosive device dangerous products;
- Political content including content advocating for or against a particular candidate, party, or ballot proposition or otherwise intended to influence an election outcome;
- Sedition or illegal activities, or activities designed to encourage illegal activities, such as hacking instructions, or academic cheating services;

Prohibited Content (cont.)

The following products, services, or activities are prohibited from being marketed in connection with Uber Gift Cards:

- Homeopathic medicine, magical cures, psychic, or fortune telling services;
- MP3, MPEG and/or copyrighted materials for download, sale or otherwise, in any case without the permission of the copyright owner or otherwise in violation of copyright law, or which aid in circumventing copyright limitations; or a conflict or violation of any law or any intellectual property or other rights of any person or entity;
- Covert listening devices or any surveillance product that represents or encourages use of that device or product for spying, stalking or espionage (to the extent prohibited by the relevant jurisdiction); or anti-law enforcement goods and services;
- Multi-level marketing schemes;
- Get-rich-quick schemes; bail bonds, and short-term high-interest loans (including, but not limited to, “payday” loans), with a repayment period under 12 months and an APR of more than 50% or as prohibited by applicable legislation;
- Financial Misrepresentation - e.g. unrealistic claims about financial reward;
- Unlicensed Physicians without board certification by the ABMS or its equivalent, and non FDA (or equivalent medicine or therapeutic regulator in any relevant jurisdiction) -approved medical products (including CBD products and weight loss supplements) and plastic surgery

Prohibited Content (cont.)

The following products, services, or activities are prohibited from being marketed in connection with Uber Gift Cards:

- Items that are: "replicas," "knock-offs," in the same "style" as, or "fake" versions of a name brand product, counterfeit, or for the purpose of producing counterfeit, currency, stamps, or government identification, or inauthentic sports collectibles, celebrity autographs, or otherwise inauthentic versions of memorabilia or other items with inauthentic signatures;
- Attorney advertising;
- Appeal for funds/solicitation of funds unless by an entity registered as a 501(c)(3) organization as determined by the Internal Revenue Service;
- Uber's competitors' products or services (including but not limited to 99, Beat, Bolt, Cabify, Chownow, Curb, Deliveroo, Didi, Doordash, FreshDirect, Grab, Grubhub, inDriver, Instacart, Lyft, Ola, Rappi, Slice, Zomato).
- Sexually suggestive swimwear/lingerie, and/or clothing intended primarily for adult activities or private, intimate, or sexual settings; products related to sexual wellbeing (except contraceptives), or other adult products or services (including escort services), Ads that promote sexual activity, sexually suggestive language, hook-up dating, etc.

Restricted Content

The following products and services are allowed to use the Uber name and/or logo in their own advertising/promotion, and to advertise within Uber Ads surfaces, but due to the heightened brand risk of these categories, additional scrutiny will be paid to these categories to ensure they are not deemed harmful to our brand. Additionally, Uber-led promotion (i.e. CRM, social, etc.) will generally be more limited:

- Gambling (prohibited from Uber-led promotion)
- Alcohol (this is especially important within the Uber Rides app)
- Dating
- Healthcare / pharmaceutical products
- Junk/fast food products (that reinforce stereotypes about low quality or unhealthy eating on our platform - this is particularly important for any ads that reference Uber Eats or within Uber Eats environments like the app or email)
- Financial products
- Cryptocurrency trading platforms, software and related services and products that enable monetization, reselling, swapping or staking of cryptocurrencies and NFTs
- Entertainment properties (i.e. videogames, movies, TV shows, etc.) that propagate violence, drugs, adult content



Gift Card Brand Guidelines - EMEA

Uber for Business

Introduction

Thanks for using Gift Cards with Uber! This toolkit will provide you with the support you need to market gift cards you purchase to approved recipients and ensure your marketing materials align with Uber brand standards. **This deck references gift card purchases in Europe, the Middle East and Africa (“EMEA”).**

Approved Ways of Marketing the Gift Cards: Your Marketing Materials can only use Uber’s Marks in reference to the Uber Gift Cards. Do not imply a partnership or co-marketing.

APPROVED EXAMPLES	DO NOT USE
<ul style="list-style-type: none">● [COMPANY NAME] has given you an Uber Gift Card!● Treat yourself with/Enjoy this Uber Gift Card	<ul style="list-style-type: none">● We’ve partnered with Uber● We’re working with Uber● In connection with Uber

Keep in Mind: Avoid using words or phrases that would exaggerate your relationship with Uber or infer a partnership. Co-marketing of this type, while rare, requires a separate agreement and approval process with Uber. **Interested in Co-Marketing?** Uber has a selective process for co-marketing, sponsorships, or partnerships. Please contact your sales rep or reach out using [THIS LINK](#) if you’d like to learn more.

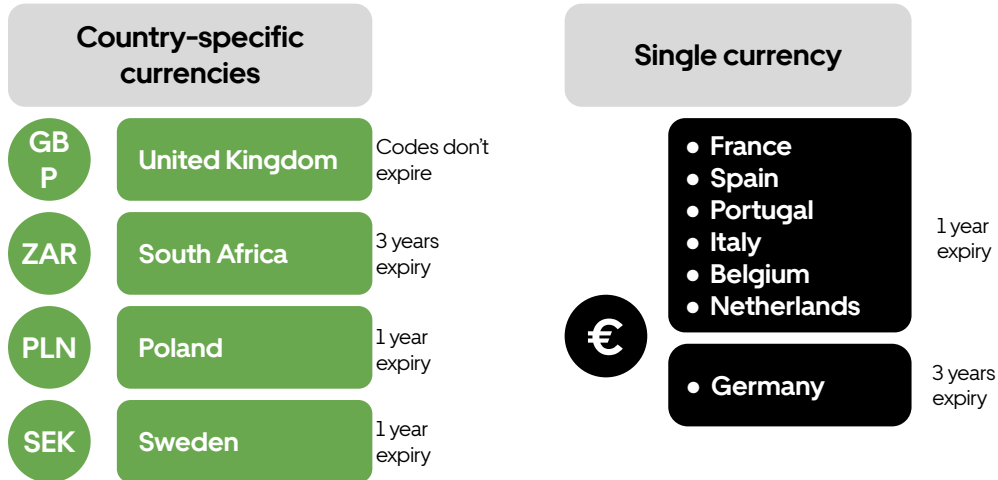
Pre-Approval Required (Sweepstakes/Promotions): If you plan to run a sweepstakes or promotional campaign that includes the distribution of Uber Gift Cards (ex. as a prize), any Marketing Materials must be submitted to Uber’s Brand Desk for pre-approval.

Brand Desk Submission Link => z.uber.com/branddesk

Gift Card availability in EMEA

Reminders

- Gift cards are live across 11 EMEA markets
- If you are based in the 7 Eurozone countries, you can purchase bulk GC in EUR and distribute them to end users based in any Eurozone country, where Uber operates.
- Please note expiration dates apply from the date of purchase NOT the date of distribution to the end user.



Country-Specific Disclaimers

The following terms must be included within the distribution of a gift card code
(Markets include: BE, ES, FR, IT, NL, PL, PT, SWE. Does not include: DE):

“By using this gift card, you accept the following terms and conditions: This card is issued by and is redeemable with Uber B.V. for Uber Money, where available. Except where applicable law requires otherwise, this gift card expires 1 year after the date of issuance [expiration: DD.MM.YYYY], is non-reloadable and cannot be redeemed for cash or refunded. To comply with EEA legislation you will need to provide certain information when redeeming your gift card for Uber Money. For full terms and conditions and customer service, visit uber.com/legal/gift.”

Please be aware that the gift card expiration period starts from the date the code is issued NOT when the gift card is ultimately distributed to the end user. This means that the end user should be duly informed of the expiration date as it may be shorter than the validity period.

The following terms must be included within the distribution of a gift card code (DE):

“Uber is merely an intermediary for transportation services, not a carrier itself. By using this gift card, you accept the following terms and conditions: This card is issued by and is redeemable with Uber B.V. for Uber Money, where available. Except where applicable law requires otherwise, this gift card expires 3 years after the date of issuance [expiration: DD.MM.YYYY], is non-reloadable and cannot be redeemed for cash or refunded. To comply with EEA legislation you will need to provide certain information when redeeming your gift card for Uber Money. For full terms and conditions and customer service, visit uber.com/legal/gift.”

Please be aware that the gift card expiration period starts from the date the code is issued NOT when the gift card is ultimately distributed to the end user. This means that the end user should be duly informed of the expiration date as it may be shorter than the validity period.

The following terms must be included within the distribution of a gift card code (SA):

“By redeeming this gift card, you accept the following terms and conditions: This gift card may only be redeemed via the Uber® or Uber Eats app. The value associated with this gift card expires three years after the date of first activation and the expired gift card may not be re-activated. Value from this gift card cannot be used: with Family profiles, to purchase other gift cards, outside South Africa, or in cities where Uber® or Uber Eats is not available. Misuse of this gift card may constitute fraud. In certain cases, we may limit or decline to honour the gift card value if you are unable to present satisfactory proof of your identity upon our request. This gift card cannot be redeemed for cash, refunded, or returned, except as required by law. You may be required to add a secondary payment method to use the gift card value with Uber® or Uber Eats apps. Issuer is not responsible for lost or stolen gift cards, or unauthorized use. This gift card is issued by Uber B.V. For balance, full terms and conditions, and customer service, visit uber.com/legal/gift.”

The following terms must be included within the distribution of a gift card code (UK):

“By using this gift card, you accept the following terms and conditions: This gift card can be used to credit your Uber® stored value account accessible via the Uber® or Uber Eats app within the UK in cities where Uber® or Uber Eats is available. You may return non-redeemed gift cards for a full refund within 14-days of purchasing the gift card or code from any online retailer. However, once redeemed, you acknowledge that no refund will be made. You may be required to add a secondary payment method to use this gift card with the Uber® or Uber Eats app. Limits may apply to amounts able to be loaded into your Uber account, and to the amount of spending from your Uber account. This card is issued by Uber B.V. Keep this gift card safe; issuer is not responsible for lost or stolen cards, or unauthorised use. For balance, full terms and conditions, and customer service, visit uber.com/legal/gift.”

Currency-Specific Regulations

Regulatory Requirements - Gift Cards Issued in **EUR, GBP, ZAR, PLN, SEK** (by Topps)

- 1 For Email Distributions within EMEA:** Distribution of gift cards via email must comply with the country's telecommunication laws, or equivalent applicable privacy (such as GDPR) and consumer protection laws in the jurisdiction where such gift cards are being distributed.
- 2 For SMS Distributions within EMEA:** For distribution of gift cards via SMS, company must obtain consents required by GDPR or equivalent applicable privacy and consumer protection laws in the jurisdiction where such gift cards are being distributed.

Community Guidelines

Marketing Materials containing references to Uber Gift Cards should adhere to Uber's [Community Guidelines](#) and/or such other guidance, terms and conditions by Uber, including, but not limited to, the following scenarios:

- All riders and drivers must be wearing seat belts
- If children are depicted, they should be in properly installed car seats and clearly traveling with a parent/caregiver
- Cars should be following local traffic rules of the road (e.g. not stopped in crosswalks or bike lanes)
- Images of couriers should include helmets
- Food is not delivered by four-wheeled vehicles in EMEA, do not advertise food delivered by car



Prohibited & Restricted Content

Prohibited Verbiage (EMEA)

No references to:

- any fees related to the card (since the card carries no fees)
- open ended usage periods (since mostcards contain expiration dates). **Exception is the UK, Gift Cards do not expire.**
- any capability to redeem the card for cash, except as required by law
- reloading the card (since the card is non-reloadable)
- using the card outside of the territory where it was issued. **Note gift cards issued in the Euro may be used in countries which accept the Euro.**
- Any word or phrase that may lead a customer to believe they have a credit line or similar

Note:

Refrain from using any confusing, defrauding, deceiving, misleading, or potentially misleading phrases.

Terminology to Avoid Product Confusion

APPROVED EXAMPLES	INCORRECT EXAMPLES
<ul style="list-style-type: none">● Maximum value● Card value● Funds available● Maximum load on your card	<ul style="list-style-type: none">● Cash limit● Card limit● Limit● Credit Limit● Prepaid Limit● Stored Value Limit● Credit Line● No expiration <i>*except in the UK</i>

Examples of Misleading Phrases

DO NOT USE

- This card is just like a debit card.
- Use this card just like a credit card.
- You will save money by using this card.
- Enjoy the benefits of this card.
- Use like cash or checks at the point of sale.
- This card is a prepaid card.
- Just like cash.
- There is no expiration date for usage. **except in the UK*

Content Guidelines

Company Marketing Materials need to comply with Uber's Content Guidelines. The goal of these guidelines is to protect the Uber brand and the experience for our consumers, merchants, and advertisers. This means that our policies prohibit content that we believe to be harmful, including:

- Discrimination or harassment on the basis of race, ethnicity, gender, religion, sexual orientation, gender identity or expression, age or disability; culturally insensitive or inappropriate content in any region to which it is directed
- Libel, defamation, false or misleading content, misinformation, including claims which are debunked by third party fact checkers;
- Obscenity, nudity, pornography, adult content, sexually explicit, vulgar, or abusive words and/or activities;
- Controversial and deliberately offensive material including but not limited to excessive or abhorrent violence, content designed to shock, dangerous acts, suicide or self-injury, kidnapping, drug or human trafficking, murder, attempted murder, terrorism, torture, rape, transportation collisions, breaking news, war, religious, and other sensitive content, or content against good taste or decency, clickbait, sensationalist text;
- The assertion or implication of personal attributes of the viewer of the ad such that the ad appears to be targeted to that viewer based on those attributes. This includes but is not limited to direct or indirect assertions or implications about a person's race, ethnicity, religion, beliefs, age, sexual orientation or practices, gender identity, disability, physical or mental health (including medical condition), vulnerable financial status, voting status, membership in a trade union, criminal record, or name;
- Content directed to children under 13 or older depending on local advertising standards;
- Criticism of Uber, or industries in which Uber operates, or criticism of countries in which Uber operates;
- Animal cruelty or abused animals
- Violate any local laws.

Prohibited Content

The following products, services, or activities are prohibited from being marketed in connection with Uber Gift Cards:

- Alcohol advertising which promotes or implies drinking to excess, or lowering of inhibitions, and/or that does not comply with all applicable laws, industry standards, guidelines, licenses, and approvals;
- Cigarettes, e-cigarettes, cigars, cannabis, and/or tobacco or other nicotine delivery products;
- Illegal substances; Recreational drugs and related products;
- Illegal gambling, gambling advertising to the extent prohibited by the relevant jurisdiction or that misrepresents the benefits of participating or encourage individuals to play beyond their means, or any gambling that does not comply with all applicable licensing and registration laws and requirements or cannot provide proof of current license or registration;
- Weapons (and related accessories) and ammunition, fireworks, explosives, or any hazardous material or restricted chemical, or materials that could combine to create an explosive device dangerous products;
- Political content including content advocating for or against a particular candidate, party, or ballot proposition or otherwise intended to influence an election outcome;
- Sedition or illegal activities, or activities designed to encourage illegal activities, such as hacking instructions, or academic cheating services;

Prohibited Content (cont.)

The following products, services, or activities are prohibited from being marketed in connection with Uber Gift Cards:

- Homeopathic medicine, magical cures, psychic, or fortune telling services;
- MP3, MPEG and/or copyrighted materials for download, sale or otherwise, in any case without the permission of the copyright owner or otherwise in violation of copyright law, or which aid in circumventing copyright limitations; or a conflict or violation of any law or any intellectual property or other rights of any person or entity;
- Covert listening devices or any surveillance product that represents or encourages use of that device or product for spying, stalking or espionage (to the extent prohibited by the relevant jurisdiction); or anti-law enforcement goods and services;
- Multi-level marketing schemes;
- Get-rich-quick schemes; bail bonds, and short-term high-interest loans (including, but not limited to, “payday” loans), with a repayment period under 12 months and an APR of more than 50% or as prohibited by applicable legislation;
- Financial Misrepresentation - e.g. unrealistic claims about financial reward;
- Unlicensed Physicians without board certification by the ABMS or its equivalent, and non FDA (or equivalent medicine or therapeutic regulator in any relevant jurisdiction) -approved medical products (including CBD products and weight loss supplements) and plastic surgery

Prohibited Content (cont.)

The following products, services, or activities are prohibited from being marketed in connection with Uber Gift Cards:

- Items that are: "replicas," "knock-offs," in the same "style" as, or "fake" versions of a name brand product, counterfeit, or for the purpose of producing counterfeit, currency, stamps, or government identification, or inauthentic sports collectibles, celebrity autographs, or otherwise inauthentic versions of memorabilia or other items with inauthentic signatures;
- Attorney or solicitor advertising;
- Fundraising or donation initiatives should follow applicable laws including tax registration if required;
- Uber's competitors' products or services (including but not limited to 99, Beat, Bolt, Cabify, Chownow, Curb, Deliveroo, Didi, Doordash, FreshDirect, Grab, Grubhub, inDriver, Instacart, Lyft, Ola, Rappi, Slice, Zomato).
- Sexually suggestive swimwear/lingerie, and/or clothing intended primarily for adult activities or private, intimate, or sexual settings; products related to sexual wellbeing (except contraceptives), or other adult products or services (including escort services), Ads that promote sexual activity, sexually suggestive language, hook-up dating, etc.

Restricted Content

The following products and services are allowed to use the Uber name and/or logo in their own advertising/promotion, and to advertise within Uber Ads surfaces, but due to the heightened brand risk of these categories, additional scrutiny will be paid to these categories to ensure they are not deemed harmful to our brand. Additionally, Uber-led promotion (i.e. CRM, social, etc.) will generally be more limited:

- Gambling (prohibited from Uber-led promotion)
- Alcohol (this is especially important within the Uber Rides app)
- Dating
- Healthcare / pharmaceutical products
- Junk/fast food products (that reinforce stereotypes about low quality or unhealthy eating on our platform - this is particularly important for any ads that reference Uber Eats or within Uber Eats environments like the app or email)
- Financial products
- Cryptocurrency trading platforms, software and related services and products that enable monetization, reselling, swapping or staking of cryptocurrencies and NFTs
- Entertainment properties (i.e. videogames, movies, TV shows, etc.) that propagate violence, drugs, adult content



Gift Cards Diretrizes de Marca - Brasil

Uber para Empresas

Introdução

Obrigado pelo interesse nos Gift Cards da Uber! Este toolkit fornecerá o suporte necessário para você comercializar Gift Cards para destinatários aprovados e garantir que seus materiais de marketing estejam alinhados com os padrões da marca Uber.

Formas aprovadas de comercialização dos Gift Cards: Os seus materiais de marketing somente poderão usar as marcas da Uber em referência aos Gift Cards da Uber. Isto não implica uma parceira ou co-marketing.

EXEMPLOS APROVADOS	NÃO USAR
<ul style="list-style-type: none">● [NOME DA EMPRESA] te presenteou com um Gift Card da Uber!● Presenteie-se com/ Aproveite este Gift Card da Uber	<ul style="list-style-type: none">● Fizemos uma parceria com a Uber● Estamos trabalhando com a Uber● Em conexão com a Uber

Lembre-se: Evite usar palavras ou frases que possam extrapolar seu relacionamento com a Uber e inferir uma parceria. O co-marketing requer um contrato específico e um processo de aprovação da Uber. Está interessado em Co-Marketing? A Uber possui processo de análise para co-marketing, patrocínios ou parcerias. Entre em contato com seu representante de vendas para mais informações.

Pré-aprovação necessária (sorteios/promoções): Se você planeja realizar um sorteio ou campanha promocional que inclua a distribuição de Gift Cards da Uber (por exemplo, como prêmio), qualquer material de marketing deve ser enviado ao Brand Desk da Uber para pré-aprovação e você será responsável por qualquer tipo de autorização ou registro exigido por autoridades locais.

Link de envio do Brand Desk => z.uber.com/branddesk

**Disclaimer
obrigatório em
mensagens**

Os seguintes termos devem ser incluídos no momento da distribuição de um código de Gift Card (R\$):

Ao usar este Gift Card, você aceita os seguintes termos e condições: Este cartão pode ser resgatado por meio do aplicativo Uber® no Brasil em cidades onde o Uber está disponível. O Gift Card é válido por 36 (trinta e seis) meses. O cartão não é recarregável e, exceto quando exigido por lei, não pode ser trocado por dinheiro, reembolsado ou devolvido. Pode ser necessário adicionar um método de pagamento secundário para usar este Gift Card no aplicativo Uber. O cartão não pode ser resgatado fora do Brasil. A Uber e/ou o emissor não são responsáveis por cartões perdidos ou roubados ou pelo uso não autorizado. Para obter os termos e condições completos e atendimento ao cliente, visite <https://www.uber.com/legal/en/document/?name=uber-gift-cards-terms-of-use&country=brazil&lang=pt-br>.

Regulações

Requisitos Regulamentares - Gift Cards emitidos no Brasil (R\$):

- 1 Distribuição por e-mail:** Para a distribuição de Gift Cards por e-mail, a empresa deve obter os consentimentos exigidos pela LGPD. Deve também incluir a possibilidade de cancelamento da assinatura do e-mail a qualquer tempo:
 - Exemplo: “Quero Cancelar minha assinatura”, “Cancelar assinatura”
- 2 Distribuição por SMS:** Para a distribuição de Gift Cards por SMS, a empresa deve obter os consentimentos exigidos pela LGPD, bem como pelas leis aplicáveis incluindo, mas não se limitando, às resoluções da ANATEL.

Diretrizes da Comunidade

Materiais de marketing que contenham referências aos Gift Cards da Uber devem seguir as Diretrizes da comunidade da Uber, incluindo, entre outros, os seguintes cenários:

- Todos os passageiros e motoristas devem usar cinto de segurança;
- Se crianças forem retratadas, elas devem estar em assentos próprios devidamente instalados e claramente viajando com um dos pais/responsável;
- Os carros devem seguir as regras de trânsito locais (por exemplo, não parar em faixas de pedestres e/ou ciclovias)



Proibições e Restrições Conteúdo

Referências proibidas

Não fazer referência a:

- Quaisquer taxas relacionadas ao gift card (uma vez que o gift card não possui taxas)
- Qualquer possibilidade de resgatar o gift card em dinheiro, exceto conforme exigido por lei
- Possibilidade de recarregar o gift card (uma vez que o cartão não é recarregável)
- Utilização do gift card fora do território onde foi emitido
- Qualquer palavra ou frase que possa levar um cliente a acreditar que possui uma linha de crédito ou similar

Exemplos de terminologias para evitar confusão de produtos

EXEMPLOS APROVADOS	EXEMPLOS INCORRETOS
<ul style="list-style-type: none">● Valor máximo● Valor do cartão● Fundos disponíveis● Valor armazenado na conta do seu cartão● Carga máxima no seu cartão	<ul style="list-style-type: none">● Limite de dinheiro● Limite do cartão● Limite● Limite de crédito● Limite pré-pago● Limite de valor armazenado● Linha de crédito

Exemplos de frases que não devem ser usadas

NÃO USE

- Este cartão é como um cartão de débito.
- Use este cartão como um cartão de crédito.
- Você economizará dinheiro usando este cartão.
- Aproveite os benefícios deste cartão.
- Use como dinheiro ou cheques no ponto de venda.
- Este cartão é um cartão pré-pago.
- Assim como o dinheiro.
- Este cartão é emitido pela Uber.

Diretrizes de Conteúdo

Os Materiais de Marketing da Empresa precisam estar em conformidade com as Diretrizes de Conteúdo da Uber. O objetivo dessas diretrizes é proteger a marca Uber e a experiência de nossos clientes e usuários. Isso significa que nossas políticas proíbem conteúdo que acreditamos ser prejudicial, incluindo:

- Discriminação ou assédio com base em raça, etnia, gênero, religião, orientação sexual, identidade ou expressão de gênero, idade ou deficiência, bem como conteúdo culturalmente insensível ou impróprio em qualquer região para a qual é direcionado;
- Calúnia, difamação, conteúdo falso ou enganoso, desinformação, incluindo alegações que são desmentidas por verificadores de fatos;
- Obscenidade, nudez, pornografia, conteúdo adulto, palavras e/ou atividades sexualmente explícitas, vulgares ou abusivas;
- Material controverso e deliberadamente ofensivo, incluindo, entre outros, violência excessiva ou repugnante, conteúdo destinado a chocar, atos perigosos, suicídio ou automutilação, sequestro, tráfico de drogas ou de seres humanos, assassinato, tentativa de homicídio, terrorismo, tortura, estupro, colisões de transporte, guerra, conteúdo religioso e/ou outro conteúdo sensível, clickbait, texto sensacionalista;
- A afirmação ou insinuação de atributos pessoais do visualizador do anúncio, de modo que o anúncio pareça ser direcionado a esse visualizador com base nesses atributos. Isso inclui, mas não está limitado a: afirmações ou insinuações diretas ou indiretas sobre a raça, etnia, religião, crenças, idade, orientação ou práticas sexuais de uma pessoa, identidade de gênero, deficiência, saúde física ou mental (incluindo condição médica), situação financeira vulnerável, situação eleitoral, associação a um sindicato, registro criminal ou nome;
- Conteúdo direcionado a menores de 18 anos;
- Conteúdo que contenha críticas à Uber e/ou a seus concorrentes ou ainda relacionados aos setores e/ou países onde operam.
- Crueldade animal ou animais maltratados
- Violar quaisquer leis.

Conteúdo proibido

Os seguintes produtos, serviços ou atividades estão proibidos de ser comercializados em conexão com os Gift Cards da Uber:

- Publicidade de bebidas alcoólicas que promova ou sugira beber em excesso ou diminuir as inibições e/ou que não esteja em conformidade com todas as leis aplicáveis, padrões da indústria, diretrizes, licenças e aprovações;
- Publicidade de bebidas alcoólicas em conexão com o aplicativo Uber usando o nome da(s) marca(s) Uber (ex. “Compre 2 bebidas e ganhe uma carona grátis da Uber para casa.”);
- Cigarros, cigarros eletrônicos, charutos, cannabis e/ou tabaco ou eventuais outros produtos com nicotina;
- Substâncias ilegais; Drogas recreativas e produtos relacionados;
- Jogos de azar ilegais, publicidade de jogos de azar na medida e forma proibida no Brasil ou que deturpe os benefícios da participação e/ou encoraje os indivíduos a jogar além de suas possibilidades, ou ainda, qualquer jogo de azar que não cumpra todas as leis e requisitos de licenciamento e registro aplicáveis;
- Armas (e acessórios relacionados) e munições, fogos de artifício, explosivos ou qualquer material perigoso ou químico restrito, ou ainda, materiais que possam ser combinados para criar produtos perigosos e dispositivos explosivos;
- Conteúdo político, incluindo conteúdo a favor ou contra um determinado candidato, partido ou proposição eleitoral ou de alguma forma destinado a influenciar o resultado de uma eleição;
- Atividades ilegais ou atividades destinadas a encorajar atividades ilegais, como, mas não se limitando a instruções de hackers ou serviços de trapaça acadêmica;

Conteúdo proibido (cont.)

Os seguintes produtos, serviços ou atividades estão proibidos de ser comercializados em conexão com os Gift Cards da Uber:

- Medicina ilegal, curas mágicas, serviços psíquicos ou serviços de adivinhação;
- MP3, MPEG e/ou materiais protegidos por direitos autorais sem a permissão do titular dos direitos autorais, em violação da lei de direitos autorais, ou que ajudam a contornar as limitações da lei de direitos autorais; ou ainda, um conflito ou violação de qualquer lei ou qualquer propriedade intelectual de qualquer pessoa ou entidade;
- Dispositivos de escuta ocultos ou qualquer produto de vigilância que represente ou incentive o uso desse dispositivo ou ainda, produtos para espionagem e/ou perseguição (na medida proibida pela jurisdição brasileira); ou bens e serviços anti-aplicação da lei;
- Esquemas de marketing multinível;
- Esquemas de enriquecimento rápido; títulos de fiança e empréstimos de curto prazo com juros altos (incluindo, entre outros, empréstimos de “dia de pagamento”), conforme proibido pela legislação em vigor.
- Médicos não licenciados e/ou sem certificação, medicamentos não autorizados ou sem aprovação da ANVISA, produtos médicos não aprovados e cirurgia plástica

Conteúdo proibido (cont.)

Os seguintes produtos, serviços ou atividades estão proibidos de ser comercializados em conexão com os Gift Cards da Uber:

- Itens que são: versões "falsificadas", "replicas" e/ou "imitações" de um produto de determinada marca; falsificação ou produtos com a finalidade de produzir falsificação; moeda, selos ou identificação do governo; colecionáveis esportivos não originais, autógrafos de celebridades ou versões não originais de memorabilia ou outros itens com assinaturas não originais;
- Advocacia publicitária;
- Recurso para fundos/solicitação de fundos, exceto por uma entidade registrada e autorizada, conforme lei aplicável;
- Produtos ou serviços dos concorrentes da Uber (incluindo, entre outros, Lyft Inc., Hailo Network Limited, Olacabs, Easy Taxi, 99, Cabify, WillGo, Get Taxi, Go Taxi, Rappi, Pedidos já, Disk Cook, Loggi, SpoonRocket, restaurante na web, grabTAXI, Kuaidi Dache, Didi Dache, Yidao Yangche, TaxiForSure, Sidecar, iFood e entidades similares ou afiliadas.
- Swimwear/lingerie sexualmente sugestivas e/ou roupas destinadas principalmente a atividades adultas ou ambientes privados, íntimos ou sexuais; produtos relacionados ao bem-estar sexual (exceto contraceptivos) ou outros produtos ou serviços para adultos (incluindo serviços de acompanhantes), bem como anúncios que promovem atividade sexual, linguagem sexualmente sugestiva, namoro etc.

Conteúdo Restrito

Os produtos e serviços a seguir têm autorização para usar o nome e/ou logotipo da Uber em sua publicidade/promoção e para anunciar nas plataformas de anúncios da Uber, mas devido ao maior risco de marca atrelada a essas categorias, uma análise adicional pela Uber será necessária para garantir que não sejam considerados prejudiciais à marca Uber. Além disso, a promoção liderada pelo Uber (ou seja, CRM, social, etc.) em regra será mais limitada:

- Jogos de azar legais (proibidos na promoção liderada pelo Uber)
- Bebidas alcoólicas
- Sites/apps de namoro
- Produtos de saúde/farmacêuticos
- Produtos de junk food/fast food (que reforçam os estereótipos sobre alimentação de baixa qualidade ou não saudável)
- Produtos financeiros
- Plataformas de negociação de criptomoedas, software e serviços e produtos relacionados que permitem monetização, revenda, troca ou aposta de criptomoedas e NFTs
- Entretenimento (videogames, filmes, programas de TV, etc.) que propagam violência, drogas, conteúdo adulto