

Amazon.in Brand Usage Requirements for Corporate Gift Card Customers

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Using the Amazon.in name or logo can help you get results. However, the Amazon brand is one of our most valuable company assets, so in most cases we require a review of your creative materials. With our approval, Corporate Gift Card Program customers may use the Amazon name, logo or gift card image in a limited capacity within the requirements outlined in this document. If you are unsure of how these requirements apply to your specific business case, please contact your Account Manager.

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AMAZON BRAND USE REQUIREMENTS

The requirements in this document apply to each individual element of your advertisement creative or promotional material for your program (e.g. e-mail, direct mail, survey invitation, website content, etc.). Each element must comply with all requirements outlined in this document.

1. LEGAL COMPLIANCE

- 1.1 Prohibited business affiliations.** The Amazon brand should not be associated with any of the following: Alcohol sales, tobacco sales, adult-oriented products and services, illegal drugs, gambling, firearms, online auctions, regulated activities such as bail bonds, security brokers, bankruptcy, debt settlement services, telemarketing, structured settlement services, embargoed goods and countries, or anything that could at Amazon's sole discretion be construed as an illegal, inappropriate, misleading or offensive activity.
- 1.2 Be a brand ambassador.** You may not use the Amazon brand to disparage Amazon, its products or services, or partners in a manner which, in Amazon's sole discretion, may diminish or otherwise damage or tarnish Amazon's goodwill.
- 1.3 Amazon is not a sponsor of this promotion.** Your use of the Amazon brand should not imply partnership, endorsement or sponsorship. We require a mandatory disclaimer everywhere the Amazon brand is referenced.
- 1.4 "The Disclaimer."** The first or most prominent mention of 'Amazon.in Gift Card' must have a distinct mark (often an asterisk) directly following the word "Card." Example: *Register online and get INR 500 Amazon.in Gift Card.** The mark must reference the complete Amazon promotion disclaimer **on the same page**, in legible font.

This disclaimer must be present on **each piece of creative and separate from any other fine print.**

For Example: If your incentive promotion has three pieces of creative which mention Amazon (1 Email Blast, 1 Web Site Landing Page, & 1 Survey) the full promotional disclaimer below must be present on each piece of creative. The full disclaimer needs to be featured in the email, on the Web Site Landing Page, and in the Survey. If there are banner ads driving traffic to the landing page, the banner ad disclaimer must be used.

1.4a Amazon Promotional Disclaimer for Gift Card Incentives:

Use this disclaimer in any promotional material where the gift card is offered as an incentive or reward:

* Amazon.in is not a sponsor of this promotion. Amazon.in Gift Cards ("GCs") are issued by QwikCilver Solutions Private Limited ("QwikCilver"). GCs may be used only for the purchase of eligible products on Amazon.in. GC balances must be used within 1 year of the date of purchase and any unspent balance shall expire in 1 year from the date of purchase. GCs cannot be transferred for value or redeemed for cash. QwikCilver, Amazon Seller Services Private Limited ("Amazon") or their affiliates are not responsible if a GC is lost, stolen, destroyed or used without permission. To redeem your GC, visit www.amazon.in/addgiftcard. For complete terms and conditions, see www.amazon.in/giftcardtnc. All Amazon ®, ™ & © are IP of Amazon or its affiliates.

1.4b Agents Advertising Disclaimer [Buy Amazon.in Gift Cards from Us]:

Use this disclaimer anywhere you are advertising your company or describing your services and are specifically featuring Amazon.in or Amazon.in Gift Cards. (Website content, banner ads, e-mails, brochures, etc.):

* Amazon.in Gift Cards ("GCs") are issued and sold by QwikCilver Solutions Private Limited ("QwikCilver"). GCs are distributed by [INSERT CONTRACT SIGNING COMPANY NAME], an authorized agent of QuickCilver. Except as required by law, GCs cannot be transferred for value or redeemed for cash. GCs may be used only for purchases of eligible goods on Amazon.in. For complete terms and conditions, see www.amazon.in/giftcardtnc. All Amazon ®, ™ & © are IP of Amazon.com, Inc. or its affiliates.

1.4c Banner ad exceptions. If you are including the Amazon.in name, logo, or gift card image in a website banner ad or display ad, include the text:

"*Restrictions apply. See offer for details." or "*Restrictions apply. See details."

in lieu of the full disclaimer. However, the next action must take readers to a page containing all offer details, as well as our full promotional disclaimer.

1.4d General Use Disclaimer [Featured in a list]:

Use this disclaimer in your sales collateral such as website content, company brochures, etc. The only time this disclaimer can be used is where more than three merchant gift cards are offered or retailer logos are displayed. Amazon specific pages will require a full disclaimer.

Amazon approves of a general disclaimer as long as it covers these three elements: 1.) indication that merchants are not a sponsor 2.) reference to the applicable T&Cs and direction to the merchants' websites & 3.) trademark registration.

Generic Examples:

The merchants represented are not sponsors of the [INSERT PROGRAM/COMPANY NAME] or otherwise affiliated with [INSERT COMPANY NAME]. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions.

Amazon-specific Example:

*Amazon.in is not a sponsor of this program. For complete gift card terms and conditions, see www.amazon.in/giftcardtnc All Amazon ®, ™ & © are IP of Amazon.com, Inc. or its affiliates.

1.4e Agent Offering Terms [Point of Sale]:

Use this disclaimer at any point of purchase (order forms, kiosk purchase, receipt, back of your custom gift card, etc.):

* Amazon.in Gift Cards ("GCs") are issued and sold by QwikCilver Solutions Private Limited ("QwikCilver"). GCs are distributed by [INSERT CONTRACT SIGNING COMPANY NAME], an authorized agent of QuickCilver. Except as required by law, GCs cannot be transferred for value or redeemed for cash. GCs may be used only for purchases of eligible goods on Amazon.in. Purchases are deducted from the GC balance. To redeem or view a GC balance, visit "Your Account" on Amazon.in. Amazon is not responsible if a GC

is lost, stolen, destroyed or used without permission. See www.amazon.in/giftcardtnc for complete terms, restrictions and exceptions. All Amazon ®, ™ & © are IP of Amazon.com, Inc. or its affiliates.

1.5 Enter to win -- Contests, sweepstakes, giveaways, instant-win, drawings, raffle prizes, and other games of chance or skill. Promotions of this nature carry added risk for Amazon, so we'll ask a lot of questions and conduct a full review before approval is granted. Note: If you are offering Amazon.in Gift Cards as a prize in a sweepstakes, a ₹ 2500000 minimum spend is required. The Amazon disclaimer must be included in all creative as well as **your Official Rules**, which should be created or approved by a trustworthy legal resource to ensure your company is in compliance with any state registration requirements. (Be sure to include an alternate way to enter that does not require any effort or consideration from your customer.)

2. THE BASICS

2.1 "Amazon.in Gift Cards" is our name. Our three-word product name is always capitalized and should not be broken up. It is not a gift certificate or e-gift card. If you are delivering the gift card electronically, you may call it an Amazon.in Gift Card claim code, or simply state the delivery method for clarity. Always include the .in, because Amazon.in Gift Cards cannot be used on other Amazon sites. Amazon always has an uppercase 'A,' unless you are referring to our website at www.amazon.in.

2.2 To cap or not to cap? When referring to an Amazon.in Gift Card, 'Gift Card' is upper case because our product name is a proper noun. However, all other references to gift card as a common noun can be lower case, as in "Your gift card will arrive within 7 days."

2.3 Gift card amount. When a denomination is mentioned, the format should be "a ₹__ Amazon.in Gift Card" with the INR symbol and amount preceding the product name. Do not separate the INR amount from the product name.

Good examples:

[Insert offer here] and get an Amazon.in Gift Card.

[Insert offer here] and get a ₹1000 Amazon.in Gift Card.

[Insert offer here] and get a ₹1000 Amazon.in Gift Card claim code.

[Insert offer here] and we'll email you a ₹1000 Amazon.in Gift Card.

Bad examples:

[Insert offer here] and get a ₹1000 Amazon Gift Card. (This is missing the .in site designator.)

[Insert offer here] and get an Amazon.in gift card. ('Gift Card' must be capitalized in our name.)

[Insert offer here] and get a Gift Card for Amazon.in. (Do not break up our product name.)

[Insert offer here] and get an Amazon.in Gift Card for ₹1000. (Denomination must precede the product name.)

[Insert offer here] and get an Amazon.in Gift Card. Your Gift Card is valid for 12 months. (Common nouns should not be capitalized.)

[Insert offer here] and get an Amazon.in e-Gift Card. (Improper way to describe electronic delivery.)

3. IT'S ALL ABOUT YOU

Remember, it's *your* promotion, not Amazon's. It must be clear that Amazon is not the party making the offer. The Amazon.in Gift Card is just the incentive or reward; it should not be implied that Amazon is the promoter, part of the offer, or associated with your business in any way.

- 3.1. Keep the focus on your company.** The Amazon brand cannot be more prominent than yours. Only one Amazon logo or one gift card image is allowed per piece.
- 3.2. The e-mail (or postal mail) is not from us.** Amazon cannot be mentioned in the subject line of any e-mail or on the outside of any direct-mail pieces.

Good examples:

Subject Line: Try online billing and get a ₹500 gift card
Message on envelope: Get a reward for trying online billing

Bad examples:

Subject Line: Try online billing and get a ₹500 Amazon.in Gift Card
Message on envelope: Get an Amazon.in Gift Card for trying online billing
Amazon logo or gift card image on envelope or self-mailer

4. PROMOTION QUALIFIERS

- 4.1 Limited quantity.** If you have a limited quantity of gift cards for the promotion, you must imply this in the primary offer copy. You must also state the number of gift cards available somewhere in the offer details.

Good examples:

[Insert offer here] and you could get an Amazon.in Gift Card.
Gift cards available to the first 500 participants who respond before 12/31/2014.

Bad examples:

[Insert offer here] and get an Amazon.in Gift Card. (Misleading, as not all participants will receive a gift card)

- 4.2 Limiting payment methods accepted on Amazon.** You may not suggest or limit the type of credit card recipients use to make purchases on Amazon.in should their gift card not cover the full cost of their order.

5. DESCRIBING YOUR OFFER

- 5.1 Nothing is “free.”** No statements can refer to the gift card as “free” a term which is regulated and carries strong implications for customers.

Good examples:

[Insert offer here] and get a complimentary ₹1000 Amazon.in Gift Card.

[Insert offer here] and get an Amazon.in Gift Card as an added bonus.
[Insert offer here] and get a ₹1000 Amazon.in Gift Card with our compliments.
[Insert offer here] and get a gift card on the house.

 **Bad examples:**

[Insert offer here] and get a free ₹1000 Amazon.in Gift Card.
[Insert offer here] and get free gift cards.

5.2 Our gift cards are price-less. Amazon.in Gift Cards have no cash value.

 **Good examples:**

[Insert offer here] and get a ₹1000 Amazon.in Gift Card.

 **Bad examples:**

[Insert offer here] and get an Amazon.in Gift Card for ₹1000.
[Insert offer here] and get an Amazon.in Gift Card worth ₹1000.
[Insert offer here] and get a ₹1000 gift card to shop/spend at Amazon.in.
[Insert offer here] and get ₹1000 off at Amazon.in.
[Insert offer here] and we'll pay you with an Amazon.in Gift Card.

5.3. The gift card is the incentive. You cannot directly advertise the Amazon.in website. Instead, highlight the value of the gift card (redeemable towards millions of items, etc.) in support of your offer.

 **Good examples:**

[Insert offer here] and get a ₹1000 Amazon.in Gift Card. Amazon.in Gift Cards can be redeemed towards millions of items in over 20 categories.
[Insert offer here] and get an Amazon.in Gift Card, good towards millions of items at www.amazon.in.

 **Bad examples:**

Amazon.in is a great website where you can buy anything online.
Amazon.in has the lowest prices on Mobiles.
Digital downloads for your MP3 player, Kindle, PC, or Mac. Shop the #1 retail website for free by earning a gift card from ABC Company.
Millions of cool choices, all in one place. Start earning your Amazon.in Gift Cards now.

(See *Describing Your Offer* in Section 5.5 below for all pre-approved descriptive copy.)

5.4 Let them decide what to use it for. Amazon.in Gift Cards can be redeemed towards millions of items at Amazon.in. Do not suggest that it should be redeemed for, or is restricted to a particular product or category. Amazon.in Gift Cards do have restrictions. See www.amazon.in/giftcardtnc for complete terms and conditions.

 **Good examples:**

Redeem your ₹1000 Amazon.in Gift Card for Books or use it towards millions of other items on Amazon.in. Use your Amazon.in Gift Card to shop from a huge selection of Books, Electronics, Music, Movies, Software, Apparel, Toys, and more.

 **Bad examples:**

Get a ₹5000 Amazon.in Gift Card for an iPod.
Kindle is the #1 best selling product on Amazon. Want a gift card?
We'll send you an Amazon.in Gift Card to buy this product!
Buy whatever you want with your gift card.

(See *Describing Your Offer* in Section 5.5 below for all pre-approved descriptive copy.)

5.5 You can quote that. Pre-approved supporting copy about Amazon.in and the Amazon.in Gift Card that can be used:

SHORT A: Amazon.in Gift Cards* can be redeemed towards millions of items at www.amazon.in.

SHORT B: Use your Amazon.in Gift Card* to shop from a huge selection of Books, Electronics, Music, Movies, Software, Apparel, Toys, and more.

MEDIUM: Use your Amazon.in Gift Card* towards Books, Electronics, Music, and more. The Amazon.in website is the place to find and discover almost anything you want to buy online at a great price.

LONG: Amazon.in Gift Cards* can be redeemed towards millions of items at www.amazon.in. Amazon.in's huge selection includes products in Books, Electronics, Music, DVD, Clothing, Video Games, Software, Sports & Outdoors, Toys, Baby, Computers & Office, Jewelry, Beauty, Cell Phones & Accessories, Home Improvement, Office Products, Camera & Photo, and more. Amazon.in is the place to find and discover almost anything you want to buy online at a great price.

Please note, Amazon prefers the following wording when referring to our business

...*in* the store

...*on* the site

...*at* Amazon or (not on)

...*at* www.amazon.in (always hyperlink to our site in electronic communications)

6. AMAZON TRADEMARK USAGE



Our trademarks are protected and always require advance approval for use in your creative. Our trademarks should not be altered in any way. Do not use logos, gift card images, or other visuals taken from the Amazon.in website. Instead, we offer the following tools to help you promote your offer:

- Amazon.in Gift Card graphics – offered in a variety of denominations from ₹10 to ₹10000, or with no INR amount; in full color for print or electronic designs.
- The Amazon.in Company Logo – black & white or 4-color; for print or electronic designs.

Contact in-giftcardsales@amazon.com or your dedicated Account Manager for approved image files and logo usage guidelines.

7. DELIVERY OF THE GIFT CARD

Amazon.in Gift Cards can be purchased as 14-digit claim codes for you to deliver through a personalized email, on a web page, or even printed on your own gift card, certificate or other custom form factor. When delivering Amazon.in Gift Cards, we always require that certain information accompany the code--like the gift card value, how to use it, contact information for Amazon Customer Service and for your company, plus a few legal details.

Contact in-giftcardsales@amazon.com or your dedicated Account Manager for approved templates which you can customize. You do not need to submit your gift card delivery creative for approval if you are using the templates. However, we do require advance review and written approval for all physical gift cards or certificates you custom create, as well as Text SMS delivery. Ask your Account Manager if you are unsure of what to submit.

7.1 Permitted delivery methods. Templates and guidelines are provided for the following form factors:

- a. E-mail (template, no approval required)
- b. Web page (template, no approval required)
- c. Physical (guidance, approval required)
- d. Mobile Text SMS (guidance, approval required)

7.2 Prohibited delivery methods. The following platforms are currently not approved by Amazon for delivering Amazon.in Gift Card claim codes:

- a. Social Media – Facebook, Twitter, MySpace, or other social networking platforms.
- b. Physical form factors that cannot contain the full redemption instructions.

8. ADVERTISING THROUGH SOCIAL MEDIA

If you are advertising your promotion through Social Media channels such as Facebook, Plaxo, YouTube, Twitter, blogs, etc., the following additional requirements also apply:

8.1 Advance approval is required. Amazon must review and approve the initial posting and all click-through landing pages for compliance.

8.2 Limited Trademark Usage. You cannot feature any Amazon.in trademarks, including our company logo or a gift card image in any direct communications (wall/message posts, blogs, tweets/etc). You can only mention Amazon.in Gift Cards as the incentive for your offer as a statement of fact, as in "[Do this] and get an Amazon.in Gift Card". Use of Amazon.in trademarks outside of direct communications (custom applications, page/profile pictures, etc) is permitted in accordance with standard brand use requirements.

8.3 Link to details. Your post must include a direct link to a web page we have approved. The page must contain all applicable offer details as well as the full Amazon.in promotional disclaimer.

8.4 Obey the law. Of course, you should always comply with all applicable laws.

9. MEDIA ACTIVITY

If you are planning on issuing a Press Release, media alert, or conducting any other Public Relations activities, please contact your Account Manager for Amazon guidelines and information on the approval process.

ADDITIONAL RECOMMENDATIONS

Although not required, we strongly recommend that you cover these additional details in your promotional copy. They reflect Amazon-approved best practices, as well as our core Customer Service values.

Gift Card delivery details

Your offer should include the gift card delivery details. It is important that you communicate 1) when they will get the gift card, 2) how the gift card will be delivered, and 3) who will be sending the gift card (i.e. not Amazon). This can be simply stated as such:

- XYZ Company will e-mail a ₹1000 Amazon.in Gift Card claim code to qualifying recipients within two weeks of account activation.
- We will mail your gift card within 7-10 days of verifying your purchase.
- To thank you for your time, a ₹500 Amazon.in Gift Card code will be displayed on the final screen of the online XYZ Customer Service survey.
- Mail us your RSVP card and stop by our booth on July 15th to pick up your ₹500 Amazon.in Gift Card.

Full Disclosure of effort required and timelines

Please disclose any and all effort required by the participant for them to receive a gift card. Don't bury important details in the fine print. For example:

- Buy a product *and* take a survey.
- Open an account *and* remain an active customer for at least 1 year.
- Give us your opinion *and* provide your contact information for follow up.

Also, if the promotion runs for a limited time, state the expiration date. For example:

- Offer valid through 12/31/2013.
- Complete your survey before the July 15th close date.
- Referrals received before midnight Sept. 9th are eligible for the gift card offer.

NEXT STEPS

Contact in-giftcardsales@amazon.com or your dedicated Account Manager for approved logo files, gift card delivery templates and more.

In accordance with your Amazon Corporate Gift Card Purchase or Agency Agreement, all marketing materials created by your company, which mention Amazon.in or the Amazon.in Gift Card in any way, must be submitted to Amazon for review and written approval before launch of materials.

Approval can take anywhere from a few days to several weeks, depending on the extent of the brand use and the number of revisions required. If you have any questions, please contact your account manager or email in-giftcardsales@amazon.com

Need help?

Read the [Brand Use FAQ](#).

Contact in-giftcardsales@amazon.com or your dedicated Account Manager with questions.