

\*Please note that BUX offers three different products: BUX Zero (stock investing), BUX X (CFD), BUX C (Crypto). The guideline below is tailored to **BUX Zero - Stock Investing**, *not applicable to other products of BUX*.

1. **For BUX Zero promotion: always include a risk warning** NL: *Beleggen kent risico's. Je kunt je inleg verliezen.* EN: *Investing involves risks. You can lose your deposit.* (for other products, different risk warning applies)
2. Risk warning has to be the size of predominant text, and should be positioned visible and clear. (see art. 44: <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32017R0565&from=NL>)
3. If there is no risk warning in the texts, but there are banners including risk warning, seeing the banner in the context of the article, it is ok. The risk warning should still be the size of the predominant text. (example: <https://meerbudget.nl/bux-zero-hoe-werkt-beleggen-met-bux-zero/>)
4. If they get paid in any way for redirecting people to BUX this should be clear in the text, by mentioning it's an advertisement or #ad.
5. **Transparency Requirement:** as long as the publishers get paid in any way to mention the name BUX, **#ad is required** (or #sponsored, #adv, #spon, #collab, #partner). This applies to social media, influencers, blog articles, *even though they look organic and just providing "personal financial advice"*. ( See point 3 of the [Dutch Advertising Code](#))
6. If the influencer is speaking in the video they can actually say in the video that it is sponsored instead of writing it.
7. When referring to the **AFM**, make clear it only concerns **BUX Zero**. BUX's other products (BUX X and BUX C) are not regulated by the AFM, but by another regulator. Mentioning only *BUX* where BUX X and BUX C are also part of will then be considered misleading.
8. Referring to the AFM *should NOT be in a way that it seems the AFM approves BUX Zero, but that it is regulated by the AFM.*
9. When mentioning **\*Free Share**, reference to applicable conditions must be made. For example: \*Please read all terms on P. 30 of the [BUX Zero Client Agreement](#)
10. Mentioning prices of BUX Zero should make a reference to the pricing page: <https://getbux.com/bux-zero/zero-fees/>
11. Example of a compliant article post (including risk warning & #ad) : <https://www.gratisbeleggen.nl/bux-zero-review-en-ervaringen/>