

Surf Content Creator Standards and Guidelines

When you distribute your content with Surf, you are reaching millions of new fans in rideshare vehicles. Surf aims to give passengers control over their rideshare experience by providing entertaining and engaging content. Following the guidelines below helps to keep Surf fun for everyone. Our staff carefully reviews all submitted content based on context and works hard to understand nuances, including educational, satirical, artistic or newsworthy content. After reviewing submitted material, Surf may approve the content, request additional information, require modifications to the content or deem the content unacceptable for the Surf platform. If you would like more guidance on what type of content is acceptable, please email content@ridewithsurf.com.

Nudity and sexual content

Content that makes nudity, body parts or sexual simulations the focal point is not acceptable. Content that focuses on sex toys or explicit discussions about sex is also not acceptable. Featuring sexual content, nudity or body parts in an educational, documentary, satirical or artistic context may be exempt but under review may be deemed unacceptable.

Drugs and regulated substances

Content that promotes or shows the sale, distribution, consumption, or abuse of illegal drugs, regulated drugs, substances or other dangerous products is not suitable for Surf. Content featuring drugs or dangerous substances for educational, documentary or satirical purposes without glorifying or showing graphic substance abuse is generally acceptable, however under review this content may be deemed unacceptable.

Hateful content

We do not support content that promotes or condones violence against individuals or groups based on race or ethnic origin, religion, disability, gender, age, nationality, veteran status or sexual identity/gender identity, or whose primary purpose is inciting hatred on the basis of these characteristics. If the primary purpose of the content is to attack a protected group, the content is not acceptable. Satirical content may be exempt but under review may be deemed unacceptable.

Violent or graphic content

Content that features or focuses on violence, gore or injury for shock value and without additional context is not acceptable. Content that features or promotes harmful or dangerous acts that result in serious physical, emotional or psychological injury is also not acceptable. Content shown for educational, documentary, artistic or satirical purposes may be acceptable with that additional context. We reserve the right to refuse content that is intended to be shocking, sensational or gratuitous.

Explicit language

Frequent use of profane language throughout the video is not acceptable. Occasional or infrequent use of profanity is okay but explicit language will be closely reviewed for context and intent. Language that does not follow our content guidelines will be deemed unacceptable. Certain words or phrases may also be deemed unacceptable.

Controversial issues and sensitive events

Our viewers come from diverse backgrounds and we want to respect everyone's views. Content that features controversial topics or sensitive events including, but not limited to, politics, terrorism, extremism, war, tragedies, or abuse of any kind is not suitable for Surf. Some of these listed topics may be deemed acceptable when shown in an educational or news context but that does not guarantee the content will be approved.

Misleading titles or images

We want our viewer's experience to be a positive one. Content that purposely misleads viewers either through titles or thumbnail images will be sent back for revision or deemed unacceptable.

Copyright

Only submit videos that you made or are authorized to use. Do not use content that you do not own the copyright to. Content in violation of copyright law will not be accepted.

Impersonation

Content meant to impersonate another brand or person, or with the intention of misleading viewers about who the author is, will be deemed unacceptable.

The content guidelines explained above are subject to change at any time and without notice.