



ADM Policy

This document aims to inform travel agents of the rules and definitions regarding reservations and ticketing procedures of G3.

G3's ADM Policy adheres to IATA Resolutions 830a – Consequences of Violation of Ticketing Procedures, 850m – Issue and Processing of Agency Debit Memos (ADMs), and 890 – Customer Card Sales Rules.

G3's ADM Policy applies to all users of Global Distribution Systems (GDS) or alternative systems, including but not limited to all travel agencies and service providers, whether accredited by IATA (International Air Transport Association) and ARC (Airline Reporting Corporation) or not, as well as all tools used for booking, selling, and issuing flights and services provided by G3.

G3 conducts audits of all transactions. The obligations of Travel Agents are outlined in IATA Resolution 824 – Passenger Sales Agency Agreement, which includes the responsibility to issue tickets in accordance with the Carrier's fares, fare rules, General Terms and Conditions of Carriage, written instructions from the Carrier, and the Commercial Policies provided to the Travel Agent.

In cases where an accredited agent (IATA/ARC) maintains a commercial relationship or issues tickets on behalf of a non-IATA/non-ARC agent, the responsibility for any violation will be fully attributed to the issuing agent. Any penalties arising from improper practices will be charged directly to the responsible in accordance with applicable international regulations, including IATA Resolution 850M. The Company also reserves the right to apply ADMs for any violation of reservation and issuance policies, including tickets, reports, or misuse of inventory, and may restrict system access.

The Travel Agent is fully responsible for the accuracy and integrity of the reservation process and ticket issuance. During audits, validations are performed to detect irregularities, and if found, penalties are imposed via ADMs.

Repeated violations of ADM policies may result in more severe penalties.



ADMs – Agency Debit Memo

An ADM (Agency Debit Memo) is a legitimate accounting tool utilized by airlines for billing purposes.

The ADM serves to notify Agents about the collection of amounts due, arising from adjustments or irregular transactions.

An ADM is processed when any irregularity is detected and confirmed.

G3 may issue ADMs for any irregularities or errors related to, but not limited to, fare issuance rules, reservation policies, commercial conditions, ticket issuance, reissuance, refunds, tax calculations, sales settlement, and mandatory fields for ticket issuance, taxes, fees, and fines.

G3 reserves the right to issue ADMs for reasons not yet specified in this document, or for non-compliance not indicated.

The minimum amount for issuing an ADM is USD5.00 or its equivalent in local currency.

The ADM is generated electronically by the airline and/or its authorized representative.

The ADM will be sent via the channel through which the Agency has billing: BSPLink, ARC, or any other available channel.

ADMs are processed and issued within 9 (nine) months from the final date of travel. If the final date of travel cannot be determined, the ADM will be processed within 9 (nine) months from the issue date, except in cases of chargebacks, which may be processed up to 12 months. For refunds, the ADM will be processed within 9 (nine) months from the date the refund was paid.

Details and supporting documents related to processed ADMs may be requested from G3.

ADMs are not commissionable.

G3 reserves the right to include administrative fees associated with the issuance of ADMs or based on the type of irregularity.

Amounts related to ADMs for fare violations will be calculated based on the difference between the reported ticket value and the lowest unrestricted published fare for tickets issued in violation of fare issuance rules, unless a fixed fine amount is specified (full fare published tariff).

Outstanding ADMs are subject to the suspension of the ability to make reservations and issue tickets, as well as termination of the G3 appointment.



Disputes

Agencies are responsible for monitoring the processing of ADMs.

All ADMs can be disputed.

Disputes must be submitted through the open channels available to the Agency in each market, either via BSPLink, ARC Memo Manager, or other available channels:

ADMs issued in BSP, disputes should be made in BSPLink

ADMs issued in ARC, disputes should be made through Memo Manager

ADMs issued via direct billing: disputes should be made via JIRA (BR only).

Disputes period for Agents is 14 (fourteen) days from the date of ADM processing.

Disputes must be specific and include all necessary supporting documentation for case review.

Disputes that are not submitted in a clear, complete, and concise manner will be rejected.

Disputes that have been finalized and subsequently reopened will be subject to a new administrative fee of USD 20.00 or its equivalent in local currency.

In cases where processing is done through a direct billing channel, the ADM must be paid in full. If the dispute is favorable to the Agent, an Agency Credit Memo (ACM) will be issued in subsequent periods.

If the dispute results in an error or is favorable to the Agent, a credit note will be issued.

In the United States, Memo Manager is the only channel through which G3 will accept disputes after an ADM upload.

The following schedule will be applied:

Day	Action
Day 01	ADM Issuance in ARC (Memo Manager)
Day 21	Deadline for the Agency to Dispute the ADM via Memo Manager. If no dispute is submitted within the specified period, G3 will consider the charge accepted by the Agency, and the payment must be made no later than the 89th day following the ADM issuance.
Day 42	Response Time for G3 to Address Disputes via Memo Manager If no response is provided by G3 within the specified period, the Agency's dispute will be considered accepted by G3, and the ADM will be canceled.
Day 63	If G3 rejects the dispute, the Agency has a second and final opportunity to contest the charge. If no further dispute is submitted, G3 will assume that the Agency has accepted the charge.
Day 84	G3 must respond to the second dispute within the specified period. If no response is provided, G3 will consider the Agency's dispute accepted.
Day 90	Payment Deadline and ADM Withdrawal In cases where G3 has not received payment, the Agency will lose the ability to issue tickets until the debt is settled.



Tickets violations

The obligations of Travel Agents are outlined in IATA Resolution 824 and include the responsibility to issue tickets in accordance with the Carrier's fares, fare rules, General Conditions of Carriage, and the written instructions from the Carrier provided to the Travel Agent. The responsibility, without limitation, for the accuracy and integrity of the reservation and ticket issuance process lies with the Travel Agent. G3 has the right to audit and issue ADMs for all transactions.

Ticket Audit Scope

G3 may issue ADMs for any irregularities or errors associated with, but not limited to, the following areas: fare issuance rules, reservation policies, commercial conditions, ticket issuance, reissuance, refunds, tax calculations, sales settlement, and mandatory fields for ticket issuance, taxes, fees, and fines.

Documents Issued/Reissued in Violation of Fare Rules, Reservation Rules, and Issuance/Reissuance Rules:

- Abuse of CIP (Carrier Identification Plate): When G3 carrier identification plate (CIP) is selected, ensure that G3 is the long-haul carrier of at least one sector on the ticket and that G3 is the owning carrier of all fares priced on the ticket regardless of whether the ticket is auto or manually priced. Furthermore, all subsequent voluntary exchange/reissues must adhere to such conditions. Non-compliance with the above-mentioned policy will be treated as CIP-violation and an ADM will be issued for the fare difference between ticketed fare and the most unrestrictive full fare published for the impacted fare component.
- Name change
- Fare changes
- Discounts applications
- Tickets issued but not reported
- Tickets reported as canceled but used
- Flown tickets not reported
- Add-on calculation
- Tax calculation
- Incomplete billing of fares, taxes, fines, and commissions
- Fare combination
- Commission
- Discounts for children (CHD) and infants (INF)
- Discrepancies between class and base fare
- Failure to provide information on combined tickets
- Payment method
- No-show penalty
- Open Jaw
- Minimum/maximum stay
- Endorsement restrictions
- Seasonality / Travel Restrictions / Blackout
- Stopovers and transfers
- YQ/YR surcharge
- Group fares
- Operator fares
- Improper use of agreements
- Improper use of Tourcode
- Multiple coupon usage
- ADVP – Advanced Purchase violations
- Routes and flights violations.



Refund Violations

G3 tickets (127) must be refunded through the original issuing agent and in accordance with the applicable fare rules for refunds. Any invalid calculation that may result in an incorrect refund of fare, taxes, surcharges, and/or fines will result in an ADM debit corresponding to the amount due.

Areas Subject to Refund Audit:

- Refund calculation
- Commission on refund
- Refund penalty
- Refund for used ticket
- Refund for expired ticket
- Refund of non-refundable fees
- Duplicate refund
- Refund made via a payment method different from the original ticket
- Non-refundable fares
- Combined tickets refunded separately

In cases where the refund has been correctly calculated according to the applicable fare rules but processed via any payment method other than the one shown in the respective ticket, the agent will be charged with a penalty of 20% of the total refunded amount.



Booking violations

This Policy applies to GDS bookings and other booking/issuance channels provided by G3, regardless of whether tickets have been issued for the itinerary or not.

G3 conducts audits on all transactions made by System Users to identify violations of the Booking Policies. When a violation is identified, G3 will charge the system user a segment fee based on the nature of the violation, plus an administrative fee for each debit note. Additionally, GOL reserves the right to restrict an agency's authority to book GOL inventory and/or issue GOL travel documents.

Ticket-issuing agencies may be held accountable for violations committed by agents, employees, sub-agents, or external agents working through the ticket-issuing agency. GOL bookings include all bookings made using the G3 or G3* designator codes.



Booking scope

Item	Descrição
Churning	Churning refers to any repeated booking or canceling of the same itinerary in the same class or different classes of service across one or more passengers, in the same or different PNRs or G3 sales channels including, without limitation, to circumvent or extend ticketing time limits, hold inventory or to meet GDS productivity requirements. The fourth rebooking meeting the conditions described here will be considered as churning. In case there is more than one IATA managing the reservation, ADM will be generated for IATA that committed the infraction.
Inventory circumvention	GOL manages inventory on an origin and destination (O&D) basis. Inventory that is available on a particular segment for one O&D may not be available for other O&Ds including the same segment. GOL's booking policy prohibits the creation of reservations with the intent to circumvent inventory management controls (e.g., married segment logic or journey controls) and/or to obtain inventory for ticket sales which GOL does not intend to offer for the passenger's actual O&D itinerary. Agents engaging in circumvention of GOL inventory controls will be held accountable for these violations.
Dual automation	If the agency uses more than one GDS, it must make the reservation and issue the ticket on the same GDS. If the agency makes reservations on one GDS and processes payment through a direct G3 channel, including but not limited to the website, direct connection (API, SWS, GWS), the agency will be penalized for the difference between the fare paid through the direct channel and the Y (full fare) fare on the date of payment.
Duplicate bookings	The creation of duplicate reservations is strictly prohibited, including: <ul style="list-style-type: none"> ➤ Multiple itineraries for any number of passengers with the same name, whether the itineraries are identical or not. ➤ Reserving one or more seats on the same flight or on different flights for the same period, regardless of the service class or the format used to make the reservations. ➤ Reservations created where it is logically impossible for the passenger to use them across one or more PNRs or GDSs. G3 will cancel duplicate PNRs as soon as they are identified to release the inventory.
Waiting list	G3 does not accept waitlists, and any requests made will be denied. Passive segments inserted as waitlist will be subject to penalties.
Group bookings	The insertion of the passive segment for G3 flights is allowed for reservations that will be issued from another airline's inventory, provided that the corresponding segment has already been previously confirmed by G3 in its system. Passive segments should only be inserted for ticket issuance. Any other group reservation, whether active or passive, made via GDS or any G3 channel outside the situation described above will be considered invalid and speculative.
Fictitious names	Reservations created using any formats containing fictitious or fabricated names, with no intent to travel and not associated with a genuine passenger request for ticket purchase (i.e., speculative, or fraudulent bookings), are prohibited. Additionally, creating reservations to hold or block seats in anticipation of future demand, customer indecision, or to circumvent any fare rules or G3 policies is also prohibited.
Testing/Training bookings	PNRs created for testing and training purposes may only be made on segments not subject to airline charges, with status codes provided by the GDSs. Any tests or user training conducted on active sales segments or segments subject to charges for G3 are prohibited and will be subject to penalties.
Inactive segments	All inactive segments must be removed/updated by the travel agent at least 24 hours before the departure. Inactive segments are those with status HX, NO, UN, UC, SC, TK, US, GK, PK, MK, or WK. It is important to note that only passive segments without a corresponding issued ticket will be considered inactive.
Passive segments	Certain types of passive segments are not accepted by G3 and will be immediately rejected if requested. Passive segments will only be accepted in reservations for the purpose of ticket issuance and must correspond to an existing reservation in the GDS G3. Any other use of passive segments, including for administrative agency functions or GDS productivity achievements, will be audited. If misuse is detected, charges will apply. An ADM will be issued to the IATA that created the reservation, regardless of whether other IATA(s) modify the reservation later.

Smiles	G3 acknowledges that there may be situations where passenger names may match across different reservations. Please ensure that the passenger's Smiles number is entered to prevent reservation cancellations.
TSA Secure Flight Passenger Data	Security information is mandatory for all passengers and segments on flights to/from the United States. Reservations lacking this information are subject to cancellation within 72 hours prior to the flight, as this is the deadline for submitting the information to U.S. authorities.

Values

Violation	Fee
Missing Secure Flight Passenger (EUA)	USD 55 per name, per booking
Churning	USD 35 per passenger, per segment
Administrative Fee	USD 20
Churning circumvention	USD 300 per booked segment for unticketed booking, or USD 550 per passenger, per OD passenger for ticketed PNR
Fraudulent, fictitious, or speculative bookings	USD 50 per passenger, per segment
Duplicate segments	USD 25 per passenger, per segment
Inactive segments	USD 30 per passenger, per segment
Passive segments	USD 15 per passenger, per segment

The travel agent is responsible for the accuracy and integrity of transactions with G3. Airlines have the right to audit and issue ADMs for all transactions. G3's policy for auditing and issuing debit memos will be managed in accordance with IATA Resolutions 830a and 850m and GOL's Commercial Policy, noting that IATA is not a "law enforcement body"; it only regulates transactions.



Acceptance and agreement

The acceptance and agreement of the System User to these terms and conditions constitute a condition for the continued appointment of such System User as a G3 travel agent and/or G3's consent to allow such System User to make G3 bookings through the GDS, as applicable. The continuation of bookings for G3's air transportation services and products will be considered as the System User's acceptance of these terms and conditions, and the first GOL booking made by the System User from July 15, 2016, onwards, will constitute such acceptance and agreement. G3 reserves the right to change or modify any of the terms and conditions set forth herein at any time, with prior notice.

Last update: 09/15/2024 effective immediately

