

# MARKETING AND COMMUNICATION GUIDELINES

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These Marketing Communication Guidelines form an integral part of the AvaTrade Affiliate Agreement and may be amended from time to time.

The Marketing Communication Guidelines are designed to provide guidance to Affiliates when promoting AvaTrade in any kinds of marketing communications.

“Marketing Communication” is defined as all and any advertising materials in any medium of communication, including but not limited to any electronic or online communication, marketing materials, publications and all marketing operation related issues which the affiliate is using to introduce clients to AvaTrade

“Affiliate” means any affiliate who is a party to the AvaTrade Affiliate Agreement. The activities of the Affiliates must comply at all times with the provisions of the AvaTrade Affiliate Agreement and be directed solely at introducing potential clients. Affiliates are not permitted to offer investment advice, legal advice, inducement, recommendation or portfolio management to clients and/or potential clients or to handle any of their funds or cash.

## 1. Websites

✓ You can advertise AvaTrade only on websites or webpages related to financial markets, news or other financial related services/products that offer trading information.

✗ You cannot advertise Avatrade.com on websites or webpages or other sources which include content that promotes sexually explicit materials, violence, discrimination based on race, sex, religion, nationality, disability and/or any other kind of website forbidden

## 2. Marketing Tools

You are only allowed to use the official Avatrade.com marketing tools which can be found in the Advertising material section of your avapartner.com account.

## 3 Risk Warning

3.1 Always notify the potential client of the risk associated with the services offered in the marketing communication.

3.2 Whenever you mention AvaTrade, you must include a risk warning:

***“Forex/CFD, Spread-betting & FX Options trading involves substantial risk of loss and is not suitable for all investors.”***

# MARKETING AND COMMUNICATION GUIDELINES

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OR in case of limitation of space the risk warning can be:

***“Trading carries risk”.***

3.3 Format of risk warning: clearly readable, in a prominent place and with visible colors.

3.4 Even if you are using a promotional “button” which redirects a potential client to Avatrade.com, then the risk warning must be positioned below or close to such button and be clearly visible to the potential clients.

3.5 Where appropriate you must refer the potential client to the ‘Risk Disclosure Statement’ on Avatrade.com website here: <https://origin.avatrades.net/legal-docs/intl/risk-disclosure/en.pdf>

## **4. Do not guarantee or promise profits or guarantee against losses.**

4.1 Trading CFDs, Spread betting or FX Options does not always result in profits and involves a significant risk of loss of all of clients’ funds invested, therefore no profits can be guaranteed. Do not imply that trading can be a way of guaranteed returns and do not guarantee that no losses shall be incurred by the potential clients. In addition, do not guarantee that you are able to assist clients who have suffered losing trades in recovering losing positions.

4.2 Present opportunities and risks in a balanced manner.

<b>✗ Do not use:</b> ‘easy’ or ‘simple’ in relation to trading	<b>✓ Use:</b> ‘Easy’ in relation to the platform usage or tools;
<b>✗ Do not use:</b> ‘secure trading’, ‘providing traders with the ability to safely trade’	<b>✓ Use:</b> ‘Security’ if you refer to the IT security of AvaTrade systems or trading platforms;
<b>✗ Do not use:</b> ‘use your spare time to earn money’, ‘you can become a profitable trader’, ‘profit anytime and anywhere’, ‘more income’, ‘risk free trading’, or pictures of money.	<b>✓ Use:</b> ‘Risk free’ if you refer to the demo account only.

## **4.5 Do not use absolute or unqualified statements.**

<b>✗ Do not use:</b> ‘best’, ‘highest’.	<b>✓ Use:</b> ‘one of the best’, ‘one of the highest’.
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# MARKETING AND COMMUNICATION GUIDELINES

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## 5. Contracts for Difference (CFDs)

1.8.1 AvaTrade offers CFDs trading, therefore it needs to be clear in any Marketing Communication that the potential clients will trade CFDs and not the related underlying financial instrument, and that at no times shall a delivery of or transfer of title to the underlying financial instruments shall be made to the potential clients.

<p>✘ Do not use: Trade shares, forex, commodities, indices and ETFs with AvaTrade</p>	<p>✔ Use: AvaTrade offers CFDs on shares, forex, commodities, indices and ETFs.</p>
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## 6. Audience

1.10.1 AvaTrade services and products traded, are only available to individuals who are at least 18 years old.

1.10.2 CFDs, Spread bets and FX Options are complex financial instruments and can only be marketed to people who would possess the necessary level of knowledge and experience.

<p>✘ Do not use: 'no experience needed', 'you do not need any experience or understanding in order to be successful and trade profitably', or any similar language.</p>
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## 7. No investment advice or portfolio management

7.1 AvaTrade is **NOT** authorized to provide the investment service of investment advice or portfolio management.

7.2 Affiliates must **NOT** provide any investment and/or financial advice and/or portfolio management services to the potential clients, including money management.

## 8. Transparency

8.1 Always use your correct personal information. Do not use false personal information that could mislead clients and/or potential clients, such as false names, postal and email addresses.

8.2 Do not contact the same client using different email addresses or phone numbers.

8.3 Ensure you have clients' prior consent when sending marketing communication concerning AvaTrade

# MARKETING AND COMMUNICATION GUIDELINES

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8.4 The Affiliate shall under no circumstances present itself as being operated and/or representing and/or being the agent and/or employee of AvaTrade. The relationship between AvaTrade and the Affiliate shall be that of independent parties. To that extent, it shall not use the AvaTrade name in a way as to give to the public and/or any regulator the impression of the above. The Affiliate shall refrain from using AvaTrade name in communication with the potential clients such as in email communication in a way that it appears that the communication is being send by the AvaTrade and/or on behalf of AvaTrade

## 9. Monitoring

9.1 AvaTrade monitors all of its Affiliates' websites on an on-going-basis to ensure compliance with these guidelines. You may therefore be contacted at any time by your affiliate manager to amend and/or remove material as AvaTrade may deem appropriate. If that is the case, you must comply within 24 hours. If you face any issues with the timely compliance, this should be immediately communicated to your affiliate manager who will ensure to communicate this to AvaTrade, for extension of the timeframe.

9.2 These guidelines may be updated at any time, as regulatory bodies may change legislation and/or interpretation of legislation, and consequently you will need to comply with the updated guidelines at all times.