

# Partner Marketing Guidelines



The Marketing Guidelines are designed to provide guidance to Affiliates when promoting OANDA Prop Trader in any kind of Marketing material.

The activities of the Affiliates must remain compliant at all times.

Affiliates are not permitted to offer;

1. Investment advice/trade advice
2. Tips on what information to give for the onboarding process
3. Management of any client portfolios or handling client's funds/cash

If you need clarification on what Affiliates can or cannot do, please contact your Partner manager.

## **What is an Affiliate**

### **Affiliate:**

Affiliates introduce clients through sources such as comparison websites, broker listings, social media and blogs. The client follows the link on the website and purchases a challenge and the affiliate will earn a commission.

## **1. Traffic Sources - Websites, Social Media or other traffic sources**

You cannot promote OANDA Prop Trader on websites, web pages, social media or other traffic sources that includes content that promotes sexually explicit materials, violence, discrimination based on race, sex, religion, nationality, disability and/or any other kind of website.

Traffic sources must be;

Fair

Balanced

Not misleading

Targeted to an audience that's appropriate for us

## **2. Marketing Tools**

You are only allowed to use the official OANDA Prop Trader marketing tools which will be provided by your Partner Manager. If you need assets in additional sizes or formats then please let your Partner Manager know.

## **3. Statements that cannot be used**

### **3.1. Profit claims**

- a. Excessive - claiming large returns either as cash or a percentage

- b. Guaranteed - claiming that profits are guaranteed or suggesting CFD trading is comparable to a deposit
- c. Unbalanced - claiming profits without discussing risks/possibility of loss or omitting any material information that could result in the claims being false or misleading.

### **3.2. OANDA**

- a. Negative comments about OANDA
- b. Theoretical results/performance
- c. Claims of performance that cannot be substantiated
- d. Unbalanced claims of performance to entice sales

### **3.3. Hard-sell marketing tactics**

- a. Pushy or hard-sell marketing tactics
- b. Any specific marketing advice provided
- c. Contain exaggerated statement intended to exploit customer's lack of experience and knowledge

### **3.4. Untrue claims**

- a. Claiming that you're an employee of OANDA or work for OANDA
- b. Claiming that your product is endorsed by OANDA
- c. Claiming that any report, analysis or services will be furnished for free unless it is indeed the case in its entirety without any conditions or obligations

## **4. Existing OANDA Prop Trader Content**

OANDA offers a variety of existing content that can be reused by our Marketing Partners.

### **4.1 OANDA Labs**

If you are reusing the content from OANDA's Learn section you must insert 'noindex' and 'nofollow' tags to the HTML code - `<meta name="robots" content="noindex, nofollow">`

### **4.2 MarketPulse**

If you would like to use content from MarketPulse, you must do the following: each article is clearly attributed to an author with a full job title and the anchor text OANDA in the job title is hyperlinked to oanda.com.

See the example:

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*'by Craig Erlam, Senior Market Analyst at OANDA'*

Each article has a CTA directing to MarketPulse. See example below:

*'Read more market commentary on [www.marketpulse.com](http://www.marketpulse.com)'*

Each article features the approved disclaimer:

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If using MarketPulse article content in full, you must insert 'noindex' and 'nofollow' tags to the HTML code - `<meta name="robots" content="noindex, nofollow">`.

If using our copy only in part, say a sentence or two, then that has to be combined with the partner's unique page copy. In this sort of instance there's no need for the tags.

If it's our content only in part and nothing else on the partner's page, then again the tags have to be inserted.

## **4.3 RSS Feed**

You can also directly access new articles in real time by using the RSS feed located in the footer of the MarketPulse website.

## **5. Terms that cannot be used to**

Casino / Betting	socialtrading
Get Rich Quick	spread betting
Make Money Fast	cash crypto
Robotrading	market maker
Signals	no loss
Wealthy lifestyle	Spot Crypto

# Partner Marketing Guidelines

100% return	MAM
Guarantee	PAMM
Sportbook	LAMM
Win	
Quick fast profit	
Copytrading	

## **6. Audience**

**6.1** OANDA services and products traded, are only available to individuals who are at least 18 years old.

No Personal advice should be given on the websites and the websites should contain only balanced and impartial information. The website should be primarily finance, investment or trading focused.

For more details on the target audience contact your Partner Manager.

## **7. Monitoring**

OANDA monitors all of its Partners' traffic sources on an ongoing basis to ensure compliance with these guidelines and T&Cs. You may therefore be contacted at any time by your Partner manager to amend and/or remove the material as OANDA may deem appropriate. If that is the case, you must comply within 24 hours. If you face any issues with timely compliance, this should be immediately communicated to your Partner manager who will ensure to communicate this to OANDA for an extension of the timeframe. If this is not changed within 24 hours your Partner account will be deactivated and blocked.

These guidelines may be updated at any time, as regulators may change requirements and you will need to comply with the updated guidelines at all times.

## **8. Summary**

- Be accurate, fair, clear and not misleading;
- Only be published on websites or web pages related to financial markets, news or other financial-related services/products that offer trading information;
- Ensure the terms listed below are not used in relation to the division you are contracted with.
- Not guarantee or promise profits or guarantee against losses;
- Present opportunities and risks in a balanced manner;

## **Partner Marketing Guidelines**

- Ensure information is sufficient for and is presented so that it is likely to be understood