



# MARKETING GUIDELINES

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## **A. ABOUT BDSWISS**

BDSwiss is a leading online brokerage firm offering CFD instruments such as Forex, Shares, Indices, Commodities and Cryptos to more than 1.7 million registered clients on a global scale.

Transparent communication, teamwork, reliability, and adaptability are pivotal drivers of BDSwiss' vision to reach a broader audience worldwide. Dedicated to connecting with traders and partners globally, BDSwiss has expanded to different markets, from LATAM and MENA to Africa and Asia. The inauguration of its educational centers, active participation in numerous key industry expos, and hosting live webinars and seminars highlight the company's commitment to empowering traders. Through accessible educational resources, continuous support, and innovative trading services, the company strives to enhance the journey of its trading community.

## **B. WHY IT IS NECESSARY TO ADHERE TO THE COMPANY'S GUIDELINES**

All Partners are responsible for reading carefully and understanding the present Marketing Guidelines (the 'Guidelines') as well as the General Partner Agreement (the 'Agreement') prior to contacting their Partner Manager. Any Partner that does not adhere to the Guidelines and/or the Agreement will be suspended and/or terminated and the outstanding commission will not be paid.

CFD trading is a regulated activity; consequently, all promotional material must be fair, not misleading, clear, and comply with these marketing rules. The Company reserves the right to reject an account verification for regulated traffic without explanation.

**Promoting sources MUST be provided before approval. If NO sources are provided the relationship cannot be approved.**

All promoting activities and sources should consistently adhere to the Law. Any content deemed to be misleading, untrue or false with the potential to harm the company's reputation and subsequent growth, will be dismissed. We ask you to please ensure compliance with all the regulatory requirements.

## C. WHAT TO TAKE INTO CONSIDERATION WHEN PROMOTING

<b>Clear, Fair and Misleading Content</b>	
<p>The overarching principles of the Guidelines are based on the concepts of fairness, transparency, and the provision of information to consumers which is neither misleading nor deceptive, to enable them to make an informed decision.</p> <p>A balanced and equitable message, in any format of advertising and marketing materials, is an important basis for ensuring that the overall effect of the advertisement creates a realistic expectation about the returns/benefits and risks of the financial products being advertised.</p> <p>The end result must be that the advertisement does not create a misleading or deceptive impression in the minds of the consumers.</p>	
<b>APPROPRIATE</b>	<b>AVOID</b>
<ul style="list-style-type: none"> <li>★ Use clear, fair, and not misleading content</li> <li>★ Exhibit balance between profit and loss</li> <li>★ Present only regulators that BDSwiss is regulated by</li> <li>★ Use only BDSwiss banners, landing pages, screenshots etc. offered in your Partner Zone</li> <li>★ Promote BDSwiss products/offers/services/campaigns</li> </ul>	<ul style="list-style-type: none"> <li>★ Presenting trading as easy, safe/secure or risk-free, exciting, life-changing</li> <li>★ Using aggressive and/or forceful language</li> <li>★ Warranting/guaranteeing/promising profit and/or easy money</li> <li>★ Using misleading visuals such as cash, luxurious items or other</li> <li>★ Using inappropriate content such as pornography, violence or other</li> <li>★ Using Regulators logos</li> </ul>
<b>Examples</b>	<b>Examples</b>
<ul style="list-style-type: none"> <li>➤ Promote BDSwiss account types/educational material/competitive conditions/awards/platforms</li> <li>➤ “have a look into our education center and practice on our demo account before starting”</li> <li>➤ “BDSwiss offers a wide range of educational materials and webinars to help you enhance your trading knowledge”</li> <li>➤ “you could have a potential profit, but you could also endure losses while trading”</li> <li>➤ “BDSwiss is regulated by the Financial Services Authority in Seychelles”</li> </ul>	<ul style="list-style-type: none"> <li>➤ “trading is simple”, “get rich quick”, “greater wealth awaits you”, “you too can be rich”</li> <li>➤ “close now”, “go in now”, “enter at XYZ”</li> <li>➤ “listen to me”, “do as I say”, “you have to do it”, “invest now before it is too late”, “have another go”</li> <li>➤ “make a monthly income”, “generate profit”, “make your way to financial freedom”, “high rewards await you”, “you will reap high returns”, “you will be a winner”</li> <li>➤ “our EA uses advanced technology to protect your capital”</li> </ul>

### Investment Advice

Ensuring distance from expressing objective information is a key element to complying with the Law when providing information to Clients. Information entailing statements, facts or figures ensures no malpractice on the Partners side and can assist the Client in making their own informative investment decisions. Information must be provided in a neutral manner, without making any comments/suggestions and must be transparent, fair, clear and understandable.

APPROPRIATE	AVOID
<ul style="list-style-type: none"> <li>★ Present reasonable grounds when presenting recommendations</li> <li>★ Provide reliable source(s) of information</li> <li>★ Sources should be reliable</li> <li>★ Use proper disclaimer</li> </ul>	<ul style="list-style-type: none"> <li>★ Expressing personal opinions</li> <li>★ Expressing opinion on the direction of an instrument</li> <li>★ Prompting the Client on taking any action</li> </ul>
Examples	Examples
<ul style="list-style-type: none"> <li>➤ Present only facts happening in the market without expressing/adding your personal opinion</li> <li>➤ Add any source(s) of information</li> <li>➤ Always use the below disclaimer:</li> </ul> <p><b>Disclaimer:</b> This marketing material is provided for informational purposes only and should not be considered advice for trading financial instruments. Information containing an indication of past performance is not a guarantee of future performance. Users acknowledge that trading leveraged products is risky and they take sole responsibility for any investment of this nature.</p>	<ul style="list-style-type: none"> <li>➤ “I think that EURUSD will go up”, “you should open a buy position on EURUSD”, “it is likely that EURUSD will fall”</li> <li>➤ “open EURUSD with 5 lots”, “buy Gold when the price reaches 1.195”, “close now”</li> </ul>

## Risk Warning

Information about the risks of the financial products should be explicit and not ‘implicit’, or difficult to understand. For example, whenever a financial product is composed of a high level of risk or there are special risk factors that would not be apparent to the consumers, the advertisement must include a prominent warning about such risks.

APPROPRIATE	AVOID
<ul style="list-style-type: none"> <li>★ Promote the Company’s banners/logos/presentations etc. located in your Partner Zone</li> <li>★ Use the proper Risk Warning(s) where needed</li> </ul>	<ul style="list-style-type: none"> <li>★ Neglecting to provide the appropriate Risk Warning where needed</li> </ul>
Examples	Examples
<ul style="list-style-type: none"> <li>➤ <u>Short version</u> Trading involves a high risk of losing your money. Any information provided shall be for information purposes only.</li> <li>➤ <u>Long version</u> Trading in Forex/CFDs and other derivatives is highly speculative and carries a high level of risk. It is possible to lose all your capital. These products may not be suitable for everyone, and you should ensure that you understand the risks involved. Seek independent advice if necessary. Speculate only with funds that you can afford to lose.</li> <li>➤ <u>When mentioning past performance</u> The information is an indication of past performance and is not indicative of future performance.</li> <li>➤ <u>When presenting prospective financial information</u> The information is prospective and may carry unknown risks. Any results may differ from those intended initially.</li> <li>➤ <u>When using a CTA (call to action) button</u> Your capital is at risk</li> <li>➤ “trading in Forex can be highly profitable but also bares a high risk of loss”</li> </ul>	<ul style="list-style-type: none"> <li>➤ “trading in Forex can be highly profitable”, “profit by trading the markets”</li> </ul>

## Brand Name and Trademark

BDSwiss provides all marketing material that you need to promote our services. Creatives, e.g. banners, logos etc. developed by our marketing department are available in your Partner Zone by simply following the below steps:

**Step 1:**


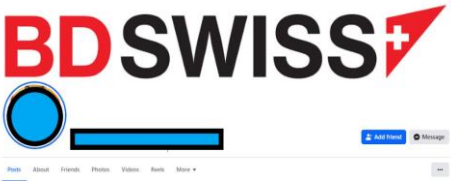
Log in to your BDSwiss Dashboard and choose "Partner Zone".

**Step 2:**

Click on "Promo Materials" and filter the material that you wish to view.

**Step 3:**

Copy the link or download the material of your choice so that you can use it to start promoting BDSwiss.

APPROPRIATE	AVOID
<ul style="list-style-type: none"> <li>★ Spell BDSwiss name with capital BDS and small wiss</li> <li>★ BDSwiss' name must be written in one word</li> </ul>	<ul style="list-style-type: none"> <li>★ Misspelling the BDSwiss name</li> <li>★ Using varied forms of the BDSwiss logo</li> <li>★ Using the BDSwiss logo as your profile picture</li> </ul>
Examples	Examples
	

**Copyrights and Domain's usage**

Promoters must ensure not to use the BDSwiss brand name and logo in any way that may violate the Company's copyrights or might mislead Clients to believe that the profile belongs to the Company. In this regard, the BDSwiss Marketing Department is responsible for creating landing pages, which can be found in the Partner Zone and can be used for the Partner's promoting purposes.

**APPROPRIATE**

- [www.mydomain.com/bdswiss-review](http://www.mydomain.com/bdswiss-review)
- Forex Education Center
- CFD Trading

**AVOID**

- [www.bd-swiss.com](http://www.bd-swiss.com)
- [www.bdswisslatam.com](http://www.bdswisslatam.com)
- BD-SWISS
- [BDSwiss.Latam](http://BDSwiss.Latam)

## ADDITIONAL GOOD/BAD PRACTICES WHEN PROMOTING

In addition to all the above sections for promoting BDSwiss, Partners should ensure that the below points are followed to ensure compliance with the Company's Partners Policy.

APPROPRIATE	AVOID
<ul style="list-style-type: none"> <li>★ Any material created by the Partner intended to be distributed to the Client must be presented and approved by the Company before distribution.</li> <li>★ Any new communication channels must be communicated to the Partner Operations Team immediately.</li> <li>★ All traffic must be redirected from the Partner's promotional sources to the BDSwiss domain.</li> <li>★ Promote only to countries where BDSwiss offers its services. A list of restricted countries is available on the Company's homepage.</li> </ul>	<ul style="list-style-type: none"> <li>★ Avoid stating that a product is suitable for a specific class of Clients.</li> <li>★ Avoid using spam to attract clients.</li> <li>★ Sending signals privately to individual Clients constitutes malpractice.</li> <li>★ Communicating with Clients via private channels such as WhatsApp, Viber, Instagram, etc. is prohibited.</li> <li>★ Offering Clients any compensation or any profit to lure them to register via your Partner's registration link is not compliant. Urgency to register to not "miss out" on trading opportunities is also prohibited.</li> <li>★ Avoid using fake celebrity endorsements for the sole purpose of promoting BDSwiss.</li> </ul>