



BDS LTD

GENERAL PARTNERS GUIDELINES

May 2023

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Please read the General Partner Terms and Conditions carefully before you contact your Partner Manager. Any Partner that does not adhere to these terms will be suspended and the outstanding Commission will not be paid.

BDSwiss Partners are responsible to read and understand this legal notice and the terms conditioned and established by the Company's General Partner Terms & Conditions.

CFDs 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 withhold 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.

A. HOW TO PROMOTE

1. SIGNAL PROVIDERS

- a) there needs to be a clear disclaimer on the Partner's website or channels informing clients that: **"Signals are no guarantee of any profits or wins and using signals is at the client's own risk."**
- b) regarding the wording or phrasing of signals - this needs to be objective and informational, **without a specific call to action (e.g. "go in now", "close now", "enter at XYZ")**.

2. SOCIAL MEDIA

- a) **Posts** have a risk warning reading: **"Trading involves a high risk of losing all your invested capital."**
- b) **NOT** use any misleading visuals including bullion, cash, dollar signs and emojis, expensive cars, luxury items, and the like.
- c) A clear statement **must** be made that past performance is not necessarily indicative of future performance.

3. SOCIAL MEDIA GROUPS, such **as for example** Telegram, WhatsApp, Facebook, Instagram and/or other need to adhere to the following:

- a) have a short **risk warning as a sticky note** in the group: **"Trading involves a high risk of losing your money. Any information provided shall be for information purposes only."**
- b) there should be **NO** privately sent signals to individual clients, as this would constitute advice.
- c) the wording/language used can **NOT** be aggressive.
- d) If a trader's performance is presented it should be done in a **balanced and objective manner**, providing a clear history of profits as well as losses.

4. WEBSITES

- a) A clear statement **must** be made that past performance is not necessarily indicative of future performance.

- b) **NOT** use any misleading visuals including bullion, cash, dollar signs and emojis, expensive cars, luxury items, and the like.
- c) Have a clear **RISK WARNING** which reads as follows:

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.

5. OPERATIONAL GUIDELINES

- a) Any educational material and/or marketing material and/or related **material created by the partner that is meant to be distributed to clients** (i.e., banners, videos, newsletters, etc.) should be reviewed and approved by the BDSwiss team, prior to the distribution to clients. Any related requests to this matter should be forwarded through the partner manager.
- b) Any **new communication channels** should be immediately communicated to the Partner Operations team.

B. WHAT IS PROHIBITED

1. **Promoting BDSwiss to EU audiences is NOT ALLOWED.**
2. Spam or use any sort of spam to attract clients.
3. **Offer** clients a compensation or any kind of profit to register via the Partner registration link.
4. Promote **BDSwiss** brand names, on any website and/or any other form of communication medium (e.g., social media) that contains any form of pornographic, violent, defamatory, malicious, fraudulent, obscene, and/or unlawful content. **If the content of the Partner is deemed somewhat inappropriate, the Partner will be banned from the programme.**
5. **Private contact** with clients, as well as attract clients from any social media or any other communication platform (e.g., WhatsApp, Viber, Instagram and Facebook Messenger).
6. **Send direct traffic.** All visitors sent by Partners must come using instant direct redirection from the Partner's webpages or any other domain to the BDSwiss' domain.
7. Misuse the company's name with false/unwarranted statements about the company and the product in any way (e.g., promotions, rewards, and coupons).
Only promotions and rewards that exist on our platform can be advertised.
8. **Display BDSwiss brand** name, misspelled or varied in any source that it is advertised on, including a website's main URL domain.

9. **Publish materials or use phrases** stating that “trading is easy” or “that trading is exciting”. Additionally, Partners should not imply in any way that trading leads to “success”, “a change in lifestyle”, “financial freedom” or any other form of unwarranted benefit.
10. Promote BDSwiss via websites, ad campaigns, or other sources which have not been reviewed and approved by BDSwiss personnel or compliance managers. All online and offline marketing or educational material must be approved by the Company prior to use.
11. Advertise BDSwiss on a website or a webpage that offers trading signals, social trading, copy-trading, auto-trading, robots, or portfolio management services without a proper license and/or written pre-approval of the company.
12. Use cookie-stuffing in any form (e.g. using the preview of iFrames with Partner link).
13. Use fake celebrity endorsement for the sole purpose of promoting BDSwiss.
14. Attracting traffic from countries prohibited by the Company and conducting marketing activity in the prohibited regions. We do not accept traffic from the EU, United Kingdom, Democratic Republic of Congo, Eritrea, Libyan Arab Jamahiriya, North Korea, Somalia, Sudan, United States, Japan, Mauritius, Iran, Myanmar and the Seychelles. This list is non-exhaustive; the Partner is required to seek our confirmation that the target markets are permitted, according to the Company’s Prohibited Country List, updated from time to time.
15. Include information regarding strategies that indicate them as trading strategies (e.g. “Martingale trading strategy”). Instead, the Partner should call it a “trading pattern”.
16. Imply that BDSwiss’ products are easy to understand/use and accessible to everyone.

All promotions, communications, and invitations to open an account (registration links, CTA buttons) must have a risk warning.

Logos: If you are authorized to use BDSwiss’ logos in your agreement with BDSwiss then you must use the logos only as specified in your agreement (and any associated usage terms) and request the latest up-to-date high-quality source files. You should not use BDSwiss’ logos, marks, and images you may have found elsewhere on the web. Neither use the BDSwiss Logo as the main photo in a Group Social Media or as the name of the Group or Social Media or website.

Content: Wording, text links, hyperlinks, and SEO Headers should be used with respect to the BDSwiss official website, its regulator’s restrictions, and all similar proprietary rights, together with all translations, adaptations, derivations and all rights to corporate names, metatags. Partners are not allowed to relate, associate or announce false, non-compliant information or illegal content on purpose to drive more traffic by being deceptive, exposing the company, and damaging the reputation of the BDSwiss brand. In particular, Partners shall not use in combination with the BDSwiss’ brand name the keywords ‘scam broker’, ‘fraud’, ‘fake’, ‘scam’ in English and other languages that might get translated.

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Communication: Partners are not allowed to use spam, bulk email, viruses, or any other methods in ad campaigns that are forbidden by the legislation of the European Union countries, the USA, CIS countries, and legislation of other countries in which the Company is registered and/or operates.

All statements about BDSwiss' Partner program must be worded correctly and the information shared should be balanced. Therefore, if you mention potential profits, you must always also mention potential losses.

This translated version of the General Partner Guidelines is provided for our Partners convenience. The English version shall prevail in case of any discrepancy or inconsistency between translated versions or should any interpretation difficulties arise.