

# AFFILIATE COMPLIANCE GUIDELINES

ALL YOU NEED TO KNOW IN ONE PLACE | LAST UPDATED JULY 2023

eToro is the world's leading social trading platform, which offers investing in multiple assets and products like stocks, ETFs, and cryptocurrencies, as well as trading CFDs with different underlying assets.

In order to create and maintain a successful and compliant presence throughout our relationship, we expect all affiliates to be compliant with all rules and guidelines which are applicable with respect to the eToro group, your activity, and your chosen channel of marketing.

Please read the main principles related to marketing eToro products and services below, ensuring anything which needs to be clarified is taken with your Affiliate Manager.

## MAIN PRINCIPLES

- All affiliates must conduct business and affiliation activity in line with these guidelines and the T&Cs. Any violation may result in the termination of the partnership.
- All affiliates must reside in a country in which eToro is permitted to conduct business. Any communications that are intended to, or could reach individuals in other countries, will be subject to local rules and regulations which must be adhered to. Please communicate all intentions to your Affiliate Manager
- Affiliates are only permitted to use eToro's official marketing materials which can be found in the affiliate marketing tools within the partner portal.
- Any marketing materials and/or related materials created by the affiliate (i.e., banners, videos) or any significant changes to the channels used by the affiliate should be reviewed and approved by eToro prior to publication. Any related requests to this matter should be forwarded to your Affiliate Manager.
- Affiliates are not allowed to promote eToro via sources other than the ones disclosed and approved by the Affiliate Manager. Any new communication channel must be disclosed prior to being used. Traffic from unapproved sources may constitute a breach of the affiliate agreement and cause the termination of the partnership. Any relevant request in this regard should be communicated to your Affiliate Manager.
- The promotion of eToro on inappropriate sites such as, but not limited to piracy, porn, binary options, gambling and "make money fast" websites, is strictly forbidden and will result in termination of the partnership.
- Only individuals over the age of 18 are eligible for the promotion.
- Regulatory demands can often change with no prior notice. When this occurs, all promotional materials or channels may need to be updated immediately. Please check the newsletter regularly for updates and act accordingly.
- Avoid using any marketing tactics that are unlawful, unethical, or could be perceived as dishonest, such as impersonations or forgery. Your marketing must be accurate/factual, fair and transparent. Examples of unacceptable tactics include but are not limited to providing answers to KYC, disclosing ways to impersonate or commit fraud, and other questionable marketing tactics used in order to gain traffic.

# AFFILIATE MARKETING PRINCIPLES

When promoting eToro the Affiliate shall ensure that all communication, promotion, and marketing in relation to the products and services provided by eToro, is fair, clear and not misleading.

## Is it Fair?

Often content will make claims about how good a product or service is. So long as claims can be verified, they will not result in misleading the customer.

### Do not:

- Use misleading headlines (e.g., best South Korean crypto platform -this is misleading as we are not an SK broker and do not have a license to operate in SK);
- Make unfair comparisons or statements; i.e., Are you comparing Tesla's performance to the price increase in Silver? If so, why? What is the relationship between them? If none, you must not compare the instruments.

### Do:

- Ensure balanced promotions; no emphasis on potential benefits without a fair indication of any relevant risks or limitations;
- Display the risks of a product or service prominently.

## Is it Clear?

Clear promotions are those which have been made easy to read (or hear) and use language which is not difficult to understand or interpret.

### Do Not:

- Use jargon or overly complex or technical language which could divert a customer's attention away from key information.

### Do:

- Give important information more prominence; Include details about fees and charges, terms and conditions, and any potential risks or limitations associated with the product or service;
- Use reasonably sized and legible fonts;
- If using social media, disclose your affiliate status and ensure your material is clearly identifiable as an ad. This can be as simple as including a statement like "sponsored by eToro", or "I earn a commission if you sign up using my link".

## Is it misleading?

If something is neither clear nor fair, it is likely to mislead a customer into making a purchasing decision.

### Do not:

- Use out-of-date information or material;

### Do:

- include the correct risk warnings for each product promoted.

## MISLEADING STATEMENTS

These statements will extend to any visual and written imagery used that creates false impressions (i.e., Fast cars and luxury yachts), and include, amongst others:

- Portraying yourself as a fund manager; never impersonate eToro and give unlicensed
- investment advice or recommendations
- No Fees or Free (other fees will apply);
- Fake celebrity endorsements; unauthorized use of celebrity images or quotes;
- Unrealistic expectations: for example “Gain up to 85% return every 60 seconds”;
- Using the regulators name as a marketing tool;
- Statements that trivializes investing: Easy, make/earn money fast, quick or “Copy the
- best traders and you will make profits, Start your career as a trader right now”.

## RESTRICTED COUNTRIES & PRODUCTS

Some of eToro's products and services may be restricted in countries where you choose to promote, thus, marketing is prohibited,

In no event shall the Affiliate engage in any marketing or promotional activity related to eToro in any area, location, territory or jurisdiction within a Restricted Country. Special consideration should be taken.

Please refer to this list for country restrictions and this list for product restrictions. Please discuss your anticipated activities with your Affiliate Manager.

## MARKETING IN THE U.S.

Due to the regulatory requirements of the U.S., the promotion of stocks and ETFs requires special approval prior to being able to mention these instruments. While options may be referenced as an asset offered in the U.S., options should not be promoted specifically.

When promoting in multiple jurisdictions, the Affiliate must clarify what is not available in the U.S. Additionally, Affiliates should refrain from mentioning specific assets or strategies

## RISK WARNINGS

Risk warnings are an important and inseparable component of marketing and are required to ensure that consumers are aware of the potential risks associated with eToro products and services.

### **These are eToro's requirements regarding risk warnings in marketing promotions:**

- The risk warning should be displayed in a prominent position so that consumers are able to see it clearly. Readable font size, bold colour, borders, and proximity to the Call To Action
- The risk warning should comply with regulatory requirements which may vary depending on the jurisdiction and the type of financial product or service being promoted.  
It is important to stay up-to-date with these requirements to ensure compliance.

Please refer to this page for further information on which risk warnings to be used and when.

## **PARTNER UP!**

In case you need further assistance, do not hesitate to contact your Affiliate Manager who will be pleased to assist you.

We would like to thank you for your collaboration and hope to deliver the best possible experience for all of our Affiliates!

Note that this document may be amended from time to time to include/reflect new operational and/or new/amended regulatory requirements.