



## Pay Per Click (“PPC”) and Search Engine Marketing (“SEM”) Guidelines

- 1** Do not use the eToro Brand names for SEM or PPC Marketing in any way; including but not limited to the words “eToro” and/or “eToro USA” spelled in any possible way (including with typos, spaces, signs, symbols or in any other way). Such forbidden use of the eToro Brands includes the use of such words/trademarks in the Affiliate’s advertisements or in any part thereof, in the displayed URL and/or in the destination URL;
- 2** Do not bid on the eToro Brands, including but not limited to the words “eToro” and/or “eToro USA” spelled in any possible way (including with typos, spaces, signs, symbols or in any other way);
- 3** Do only use Affiliate Websites for all PPC and/or SEM campaigns. The Affiliate’s advertisements and/or any part there with shall not lead or redirect potential clients directly to eToro Websites. It is allowed to use the landing page provided by eToro on Affiliate Websites ONLY, but in no way shall the Affiliate use any URL containing the words “eToro” and/or “eToro USA” directly from their advertisement.
- 4** Do not use eToro Brands’ Top Level Domains as landing pages, landing URL’s or display URL’s.