

Partner Marketing Guidelines

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

The activities of the Marketing Partners must remain compliant at all times.

Marketing Partners 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

Additionally, Marketing Partners that have been onboarded for the US or wish to be onboarded for the US may not engage in any activity that would qualify them as an Introducing Broker (IB). NFA regulations prohibit OANDA from doing business with any unregistered IBs.

If unclear on what Marketing Partners can or cannot do, please contact your Partner manager.

The difference between Affiliate vs. IB

Affiliate:

Affiliates do not have direct contact with clients. Affiliates introduce clients through sources such as comparison websites, broker listings, and blogs. The client follows the link on the website and opens a trading account, funds and trades - the affiliate will earn a commission without knowing or interacting with the client.

Introducing Broker:

IBs will generally earn a rebate on client referrals

IBs do have direct contact with their clients and will have access to their personal details, with the consent of the client. Examples include; networks, educators, trading groups and academies.

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

You cannot promote OANDA 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 at an audience that's appropriate for us

2. Marketing Tools

You are only allowed to use the official OANDA marketing tools which can be found in the Marketing material section of your [OANDA partner](#) account. If you need assets in additional sizes or formats then please let your Partner Manager know.

3. Risk Warnings

Always notify the potential client of the risk associated with the services offered in the Marketing Guidelines. Risk warnings differ for the division you are contracting with.

Whenever you mention OANDA, you must include a risk warning:

3.1 OEL Risk warnings for UK clients

"CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage.

[insert percentage per provider] % of retail investor accounts lose money when trading CFDs with this provider.

You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing your money."

Reduced character risk warning

[insert percentage per provider]% of retail CFD accounts lose money.

Abbreviated specific risk warning

[insert percentage per provider]% of retail investor accounts lose money when trading CFDs with this provider.

You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing your money.

3.1.1 Examples of where and when to use OEL risk warnings

Risk warnings must be 3 lines (see example above)

The risk warning specified above must be used for any material that contains information on OANDA.

Note that the sentence with the percentage of retail clients that lose money must be in bold. The calculation is performed every three months and covers the 12-month period preceding the date on which it is performed ('12-month calculation period'). It is critical that the material is updated to reflect the change.

Format of risk warning: clearly readable, in a prominent place and with visible colours.

Even if you are using a promotional "button/CTA" that redirects a potential client to OANDA then the risk warning must be positioned below or close to such a button and be clearly visible to the potential clients.

3.2 OC Risk warning for US clients

Leveraged trading in foreign currency contracts or other off-exchange products on margin carries a high level of risk and is not suitable for everyone.

You may lose more than you invest.

Losses may exceed deposits.

Leveraged trading is high risk.

Trading FX on margin is high risk and not suitable for everyone. Losses can exceed investments.

CFDs are not available to residents in the United States. Spreadbetting is only available to residents in the UK.

If crypto is involved:

OANDA CORPORATION IS A MEMBER OF NFA AND IS SUBJECT TO NFA'S REGULATORY OVERSIGHT AND EXAMINATIONS. HOWEVER, YOU SHOULD BE AWARE THAT NFA DOES NOT HAVE REGULATORY OVERSIGHT AUTHORITY OVER UNDERLYING OR SPOT VIRTUAL CURRENCY PRODUCTS OR TRANSACTIONS OR VIRTUAL CURRENCY EXCHANGES, CUSTODIANS OR MARKETS.

Trading in digital assets, including cryptocurrencies, is especially risky and is only for individuals with a high risk tolerance and the financial ability to sustain losses. OANDA Corporation is not party to any transactions in digital assets and does not custody digital assets on your behalf. All digital asset transactions occur on the Paxos Trust Company exchange. Any positions in digital assets are custodied solely with Paxos and held in an account in your name outside of OANDA Corporation. Digital assets held with Paxos are not protected by SIPC. Paxos is not an NFA member and is not subject to the NFA's regulatory oversight and examinations.

3.2.1 Examples of where and when to use OC risk warnings:

The risk warning specified above must be used for any material that contains information on OANDA.

Format of risk warning: clearly readable, in a prominent place and with visible colors and where specified in upper cases texts.

Risk warnings must be prominently displayed at either the beginning or end of the OANDA content. If within a video, the disclosures/risk warnings must be displayed for a length of time where they can be read fully.

3.3 OCAN Risk warnings for Canada clients

OANDA (Canada) Corporation ULC is regulated by the Canadian Investment Regulatory Organization (CIRO), which includes CIRO's online advisor check database (CIRO AdvisorReport) and is a member of the Canadian Investor Protection Fund (CIPF).

3.3.1 Examples of where and when to use OCAN risk warnings:

The risk warning specified above must be used for any material that contains information on OANDA.

Format of risk warning: clearly readable, in a prominent place and with visible colours.

Risk warnings must be placed at the end of the OANDA content.

3.4 OAP Risk warnings for Singapore clients

Leverage trading is high risk. Losses can exceed deposits. Information on this website is general in nature and should not be construed as financial advice. We recommend that you seek independent financial advice and ensure you fully understand the risks involved before trading. This advertisement has not been reviewed by the Monetary Authority of Singapore.

3.4.1 Examples of where and when to use OAP risk warnings:

The risk warning specified above must be used for any material that contains information on OANDA.

Format of risk warning: clearly readable, in a prominent place and with visible colours. Font size of at least 10-point Times New Roman or any other standard font type that is visually equivalent to that font size.

Even if you are using a promotional “button/CTA” that redirects a potential client to OANDA then the risk warning must be positioned below or close to such button and be clearly visible to the potential clients.

To also take note, do not promote cryptocurrency CFD trading for OAP.

3.5 OAU Risk warning for Australian clients

CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. 74 % of retail investor accounts lose money when trading CFDs with this provider. You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing your money

3.5.1 Examples of where and when to use OAU risk warnings

The risk warning specified above must be used for any material that contains information on OANDA.

Format of risk warning: clearly readable, in a prominent place and with visible colours.

Risk warnings must be placed at the end of the OANDA content.

4. Statements that cannot be used

4.1. 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.

4.2. 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

4.3. 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 experiences and knowledge

4.4. 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

5. Existing OANDA Content

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

5.1 OANDA Learn

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">`

5.2 TradeTap Blog (OANDA Corporation)

Trade Tap, our informative and insightful blog will equip traders with the tools and knowledge needed to make better informed trading decisions. Currently only available to US residents via our trading website.

If using OANDA blog 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 instances 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.

5.3 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:

Partner Marketing Guidelines

'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'

Each article features the approved disclaimer:

The article published here is copyright of OANDA Business Information & Services, Inc. and may not be reproduced, distributed or published by any person for any purpose without its prior express consent. All rights are reserved. Content is for general information purposes only. It is not investment advice or a solution to buy or sell securities. Opinions are the authors; not necessarily that of OANDA Business Information & Services, Inc. or any of its affiliates, subsidiaries, officers or directors. If you would like to reproduce or redistribute any of the content found on MarketPulse, an award winning forex, commodities and global indices analysis and news site service produced by OANDA Business Information & Services, Inc., please access the RSS feed or contact us at info@marketpulse.com. Visit MarketPulse to find out more about the beat of the global markets. © 2023 OANDA Business Information & Services Inc.

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 instances 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.

5.4 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.

6. Terms that cannot be used to

Terms differ for the division you are contracting with.

[OAP](#)

[OAU](#)

[OEL](#)

[OC](#)

[OCAN](#)

[OGM](#)

7. Audience

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

CFDs and FX are complex financial instruments and can only be marketed to people who possess the necessary level of knowledge and experience.

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.

7.2 OAU Target Market Determination Policy

The Marketing Materials should align with the Australian entity's Target Market Determination policy if marketing to Potential Customers in Australia.

[Target Market Determination Policy](#)

X Do not use:

'no experience needed', 'you do not need any experience or understanding in order to be successful and trade profitably', or any similar language.

8. Monitoring

OANDA monitors all of its Marketing 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 to within 24 hours your Partner account will be deactivated and blocked.

Partner Marketing Guidelines

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.

9. Summary

- Be accurate, fair, clear and not misleading;
- Only be published on websites or webpages related to financial markets, news or other financial-related services/products that offer trading information;
- Have appropriate risk warning for material for the relevant location of clients
- Ensure the terms listed below are not used in relation to the division you are contracted with.
- Ensure format of risk warning is clearly readable, in a prominent place and with visible colours;
- Not guarantee or promise profits or guarantee against losses;
- Present opportunities and risks in a balanced manner;
- Ensure information is sufficient for and is presented so that it is likely to be understood

Terms

In reference to section 6

OAU

Casino / Betting	Quick fast profit
Get Rich Quick	Copytrading
Make Money Fast	socialtrading
Robotrading	spread betting
Signals	cash crypto
Wealthy lifestyle	easy to trade
100% return	never lose
Guarantee	MAMMS
Sportbook	PAMMS
Win	guaranteed returns

Partner Marketing Guidelines

OAP

Casino / Betting	spread betting
Get Rich Quick	cash crypto
Make Money Fast	market maker
Robotrading	easy to trade
Signals	never lose
Wealthy lifestyle	MAMMS
100% return	PAMMS
Guarantee	guaranteed returns
Sportbook	speculate
Win	profit/ lucrative
Quick fast profit	best
Copytrading	lowest spread
socialtrading	risk free
cyrptocurrency	crypto
Smartest way to trade	Capital preservation

OEL

Casino / Betting	Copytrading
Get Rich Quick	socialtrading
Make Money Fast	lucrative
Robotrading	cash crypto
Signals	crypto
Wealthy lifestyle	market maker
100% return	easy to trade
Guarantee	never lose
Sportbook	MAMMS
Win	PAMMS
Quick fast profit	guaranteed returns

OC

Casino / Betting	Quick fast profit
Get Rich Quick	Copy trading

Partner Marketing Guidelines

Make Money Fast	social trading
Robotrading	spread betting
Signals	cash crypto
Wealthy lifestyle	easy to trade
100% return	never lose
Guarantee	matic
Sportsbook	Soluna
Win	Sol

OCAN

Casino / Betting	never lose
Get Rich Quick	MAMMS
Make Money Fast	PAMMS
Robotrading	guaranteed returns
Signals	projected
Wealthy lifestyle	approximate
100% return	Upside
Guarantee	Downside
Sportbook	take profit
Win	profit target
Quick fast profit	Risk/Reward
Copytrading	Fixed rewards
socialtrading	Potential gains
spread betting	Strategy
cash crypto	Calculated profits
market maker	Bullish
easy to trade	Bearish

OGM

Casino / Betting	socialtrading
Get Rich Quick	spread betting
Make Money Fast	cash crypto
Robotrading	market maker

Partner Marketing Guidelines

Signals	no loss
Wealthy lifestyle	Spot Crypto
100% return	MAM
Guarantee	PAMM
Sportbook	LAMM
Win	
Quick fast profit	
Copytrading	