# Marketing partnership content guidelines

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## Overview

This document provides all the information you need to write, add and edit IG marketing partnership content on your approved website.

Please use the guidelines contained herein as a reference when working with your marketing partnership manager.

## Types of content

- We'll regularly monitor your **website and other digital assets** to ensure the content is compliant

- We have a dynamic **catalogue of marketing tools** available to partners – these are ready-made and cannot be modified. If you'd like to use banners in different sizes or any of the tools with other modifications, please contact your partnership support manager

- You may publish **your own content** about IG, but all copy must be reviewed and approved by the IG partnership team before it's posted to your website(s). Your marketing partnership manager will ask you to confirm in writing that you understand this

## Content approval process

- Once your entry into the IG partnership programme has been approved, your support manager will ask you to send any proposed content to them via email

- When sending your content, please include the following:
  - The URL for the website and the page where the content will feature
  - The section of the page on which this content will be located
  - Details of where the partnership links will be

- We'll then review your content and either provide written approval or give you feedback on how to get it approved:
  - After having received our approval, please add the approved copy to the website within five business days
  - Please notify the IG marketing partnership team once the copy is added

## Writing content about IG

All content on your partnership website needs to be factually accurate. Please take note of our key company information:

| | |
|---|---|
| **Company name** | IG |
| **Website** | IG.com |
| **Founding date** | 1974 |
| **Number of markets offered** | The number of markets offered may change |
| **Headquarters** | Cannon Bridge House, 25 Dowgate Hill, London EC4R 2YA |

- Your content must be fair and balanced. Offset all references to potential profits with language that explains capital is at risk. Some examples of **inappropriate** content:
  'CFDs are easy to understand and are a quick way to make money.'
  'Gold is trading at an all-time low right now. We suggest you buy gold when it reaches $1000 an ounce.'

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- Your content cannot include an invitation or inducement to trade. Any decision to open an account and trade must be taken by the client. For example, you **should not** use text like 'open account' or 'trade now' on a CTA button

- Avoid subjective content and endorsements of IG. For example, 'IG is the best spread betting broker – if you don't have an account already, you should', would be inappropriate

- Never present IG among brands that offer bonuses or very high leverage. If we're being presented in a comparison table, the ranking criteria must be transparent and objective (more about specific rules for comparison tables overleaf)

- Make sure your content isn't misleading. All links should go to the correct location. For instance:
  - If you're describing an IG demo account, the partnership link needs to take the user to the demo account sign-up page
  - If you're promoting a live account sign-up, you should use a link that takes the user to the live account sign-up page

- We require all affiliate partners to have a commission disclosure present and visible wherever IG content is shown, for example: 'this website may receive compensation from the companies listed or written about'; however, please write your own rather than using this example

- You shouldn't target certain countries with information about IG. Please consult your partnership support manager to find out which countries should not be targeted

- Websites with content about IG cannot be related to binary options, and binaries should not be part of the URL

- English language websites, websites targeting UK clients or websites with a majority UK audience cannot present IG alongside content related to crypto or crypto derivatives, and crypto should not be part of the URL
  - The exception to this is content which clearly states that IG **does not** offer crypto derivatives in the UK, and does not promote crypto or crypto derivatives in any form alongside that information, for example: a comparison table which has crypto listed as an asset can have a cross or 'no' next to IG to clearly show that we do not offer crypto derivatives
  - It's no longer acceptable to simply have a warning which states that crypto and crypto derivatives are not available in the UK
  - For the avoidance of doubt, this also applies to banners on websites and comparison widgets. IG banners and comparison widgets which include IG should never appear alongside content about crypto or crypto derivatives
  - Marketing partners who can geotarget content on their website(s) may continue to promote crypto and crypto derivatives outside of the UK to an audience excluding UK residents but must clearly demonstrate their ability to geotarget content reliably before any content is approved by IG

- If any of the content on your website(s) does not follow the guidelines above, we retain the right to disable your ability to earn commission until the content is removed or approved by us

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## Comparison table rules

There are some rules you'll need to follow if you're presenting IG in comparison tables on your website.

The comparison table:
- Must publish factual information only
- Must not mention monetary incentives such as account opening bonuses

## Risk warnings

All content about IG on your website should be objective and informative, without any invitation or inducement to trading. If these principles are followed, there's no need for any risk warnings.

However, risk warnings are needed for banners and buttons.

If you're using banners that were designed and provided by IG, then the appropriate risk warning will already be included and you won't have to do anything more.

If you're using your own button (ie for comparison tables, where all brokers have consistent design), please remember the CTA must be soft (for example 'visit site' or 'learn more').

If you'd like to use a generic risk warning underneath a table where several brokers are listed (for ESMA countries), here's an example of how it could look:

> *Spread betting and CFDs are complex instruments and come with a*
> *high risk of losing money rapidly due to leverage.*
> *[76]% of retail investor accounts lose money when trading CFDs.*
> *You should consider whether you understand how CFDs work and*
> *whether you can afford to take the high risk of losing your money.*

**Please note: the above-mentioned % may change every quarter depending on how this number looked in the previous period.**

## Editing existing IG content

- No changes can be made to IG-approved content without prior written approval from us

- If you'd like to make changes to approved content, please send an email detailing the proposed changes to the IG marketing partnership team

- We'll then approve or decline the new content via email. Once you've received our approval, you'll have five business days to make any approved changes to the content

- Please notify the IG marketing partnership team once the changes are completed on the approved website

- If you make unapproved changes to approved content, we retain the right to disable your ability to earn commission until the content is removed or approved by us in writing

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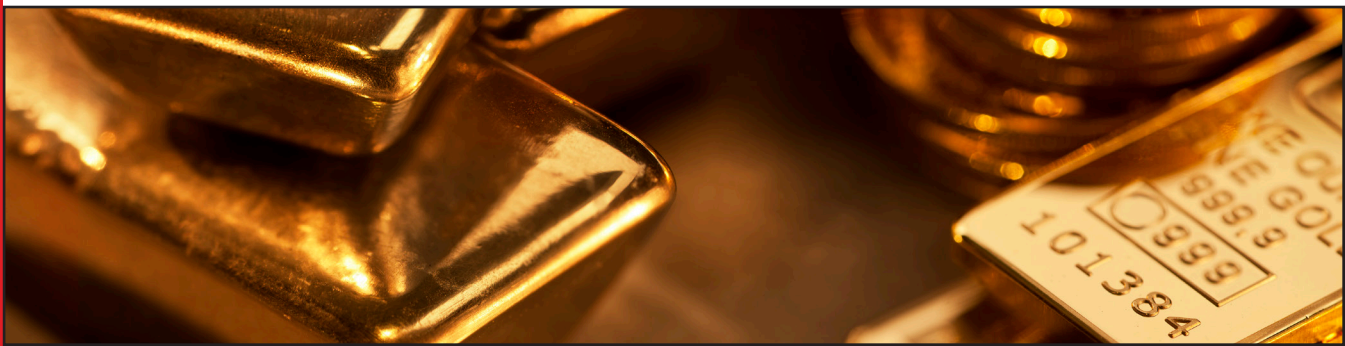
**Adding new IG content to approved websites**

- All new content must be approved by us in writing before being added to an approved website

- If you'd like to add content, please send us an email with your proposed copy and indicate which approved website it would go on and where on the website it would be added

- Our marketing partnership team will then approve or decline the new content via email

- After having received our approval, you'll have five business days to add the content to the website

- If you add unapproved content about IG to your website, we retain the right to disable your commission until the content is removed or approved by us in writing

Thank you for choosing IG. We look forward to starting our new partnership with you. If you have any questions or if you spot any information that's missing from this document, please do get in contact with us.



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