



AMERICA AFFILIATE MARKETING GUIDELINES

A. How to Talk About TradeZero – “Do’s”

What is TradeZero America?

TradeZero America provides commission-free long and short trading of the U.S. equities and options markets.

Acceptable CTAs

Save Cash on Every Unused Short With TradeZero
Save Cash on Every Unused Locate With TradeZero
Save Cash on Every Unused Short Locate With TradeZero
Trade Both Sides of the Market With TradeZero. No Commissions.
Trade From Anywhere With The #1 Source for Shorts
Save Money Shorting Stocks Now
Recycle Your Shorts
Keep More Cash on Your Shorts
Get Your Free Trading Account
Free 30 Day Pro Trial
Save \$\$\$ on Every Unused Short
Start Trading with Little Down
Your Always Free Trading App
Now Get 1 Month Of Pro Free
Short Selling Tools Galore
Keep more in your pocket.
Save Money Trading With TradeZero's Patent-Pending Next Gen Short Stock Locator Recycler
Take Your Trading to the Next Level With TradeZero
Get Your Trading Off To The Right Start With TradeZero
Save Cash on Every Unused Short Stock Locate With TradeZero
Try TradeZero Instead
Not Just Another Stock Broker
Not Just Another Online Broker
Trade Both Sides of the Market
Trade From Anywhere
#1 Source for Shorts

Dos:

- **Do** be sure to send all content to agencycompliance@performcb.com for a compliance review prior to posting the content with affiliate links.
- **Do** make sure to disclose any material facts and confirm that they can be verified through documentation.
- **Do** include sources of the original provider for any market/statistical data, graphics, or illustrations that may be included in the affiliate content.
- **Do** ensure that any opinions are based on fact and clearly identified within the content.
- **Do** make sure that all affiliate content created for TradeZero is fair and balanced, meaning that the content provides both benefits and risks presented equally.

B. How To Talk About TradeZero America – “Do Not’s”

- **Do not** imply that the firm, product, or services have been endorsed by the SEC or other Regulatory bodies.
- **Do not** include false, exaggerated, promissory, unwarranted, or misleading statements, claims, or illustrations. This includes using superlative wording to explain the services provided by TradeZero.
- **Do not** include any rumors or speculation about TradeZero in the content.
- **Do not** include any financial advice within the content. All statements should be based on verifiable facts.
- **Do not** include any statements that imply investing is low risk or will have a guaranteed result.

For more information please refer to, <https://www.finra.org/rules-guidance/rulebooks/finrarules/2210>.

C. Testimonials + Reviews

Testimonials must be honest, accurate, and sourced appropriately. They cannot promise a specific result. Any testimonial used should avoid language that suggests recommendations or financial advice. Be aware that if testimonials and/or reviews are included in the content, additional disclaimers must be included. Please see below for the necessary disclaimers pertaining to testimonials.

- “Testimonials may not be representative of the experience of other customers”.
- “Testimonials are not a guarantee of future performance or success.”

D. FTC Material Connection Disclosure (High Severity)

The Federal Trade Commission (FTC) requires that all paid affiliate relationships must be clearly and conspicuously disclosed. Scrutiny has been high in this area.

The FTC disclosure must be clear and conspicuous:

- It must be close to the claims to which it relates.
- In at least 8 point font;
- In a shade that stands out against the background; and

- For video ads, on the screen long enough to be noticed, read, and understood.

Please see the following example of a suitable FTC disclosure, “Some of the links in this post are from our sponsors. We provide you with accurate, reliable information.”

Social media guidelines for FTC Disclosures:

- YouTube – must be stated/displayed at the beginning of the video. A listing in the description is not enough on its own.
- Instagram - Disclosure should be present in the first three lines before a user would have to click ‘more.’
- Snapchat/Instagram Stories – The disclosure must be superimposed on the image and conspicuous (i.e. font must be on a contrasting background & must be visible for a reasonable amount of time for your audience to understand the relationship) Reasonable hashtags/disclosures for social media platforms with limited characters: paid ad, sponsored, promoted, ad:, #ad, #sponsored. No other alternatives are permitted.
- If you have questions, reference: <https://www.ftc.gov/tips-advice/business-center/guidance/ftc-endorsement-guides-what-people-areasking>.

E. Answering Questions from Consumers ---

If you are unable to answer general consumer questions regarding TradeZero based on the guidelines outlined within this document or from the following resources provided by TradeZero (<https://us.tradezero.co/faq>), please redirect your readers/followers to the TradeZero support team. Contact options include calling **1-877-4-TRADE-0** (Monday-Friday, 8a.m-5p.m EST) or email support at support@tradezero.us.