

## **Website guidance**

Below are some high-level guidelines on language to be aware of. This is NOT legal advice, but our view of specific phrases/ practices to avoid to mitigate risks. Please seek legal opinions specific to your business where necessary:

### **Misleading or Unrealistic Claims:**

Phrases such as "We only make money when you make money" and "Passing is a simple objective that everyone can achieve" are misleading and should be avoided.

### **Compliance Restrictions:**

References to specific limitations on not servicing residents from OFAC-sanctioned countries should be clearly stated to align with compliance regulations.

### **Encouraging Responsible Communication:**

Statements like "If you win, we win" should be revised to emphasize responsible trading.

### **Avoiding Ambiguity:**

Ambiguous terms like "Lucrative opportunity" should be replaced with clear, descriptive language.

### **Promoting Realistic Expectations:**

Phrases like "Easy and risk-free funding program" and "Easy, realistic, and achievable" should be reframed to set realistic expectations.

### **Financial Claims:**

Any mention of "No limit on amount of funded capital" or "No need for personal funds" should be revised to accurately represent such claims.

### **Professionalism and Language:**

Terminology like "Winner" and "Come join our winning team" should be revised to reflect a professional tone.

### **Alternative Terminology:**

Replace mentions of "Profit Split" or "Profit Share" with "Gains" or "Account Gains" and "Profit Target" to "Equity Growth Target" to maintain clarity and accuracy