



# Compliance Guidelines for Investors who are eligible to be copied

## 1. Introduction

As an investor who is eligible to be copied on eToro and been accepted into such as Program, you are part of a community that values transparency, integrity, and compliance with financial regulations. These guidelines outline the standards and practices you must follow to ensure a compliant and ethical presence on the platform.

## 2. General Principles

- **Fairness and Clarity:** All communications and interactions must be fair, clear, and not misleading.
- **Regulatory Compliance:** You must adhere to applicable regulations set forth by relevant regulators, including the FCA, CYSEC, ASIC, ADGM, and FSA and local regulators applicable to your jurisdiction.
- **Transparency:** Provide accurate information about your trading strategy, performance, and associated risk.

## 3. Prohibited Practices and Recommended Alternatives

The following table outlines practices that are prohibited and provides recommended alternatives:

Prohibited Practice	Description	Recommended Alternative
Misleading Performance Claims	Exaggerating past performance or guaranteeing future returns.	<p>Present factual and verifiable performance data without making guarantees</p> <p>Always include the performance timeframe to provide a balanced view. If 5-year data is not available, use the maximum time the asset has existed. Include:</p> <ul style="list-style-type: none"><li>- Company name</li><li>- Launch date</li><li>- Last full day's data</li><li>- Data source</li></ul> <p><b>Never promise profits or gains.</b></p>

Investment Advice	Offering specific investment advice	Share general market insights and your own personal opinions without directing or encouraging others to take specific actions.
Market Manipulation	Coordinating trades to influence asset prices.	Engage in independent trading activities based on genuine market analysis.
Inappropriate Content	Sharing offensive, abusive, or irrelevant content. Any content that includes religious, political, sexual or racist statements is forbidden.	Maintain professional, ethical and respectful communication at all times.
Unauthorized Marketing Materials	Using unapproved promotional content or branding.	Use only official, approved eToro marketing materials available via the partner portal.
Solicitation	Encouraging users to take specific trading actions for personal gain.	Share educational content that helps users make informed decisions independently. Ensure content is balanced. If you highlight potential gains, you must also include equivalent risk disclosure. Avoid language or imagery that implies guaranteed returns.
Deception and Impersonation	Misrepresenting your identity or connection is eToro.	Be truthful about your identity, performance and qualifications.
Sharing Fake News or Misinformation	Disseminating unverified or false information.	Share information from credible sources and verify facts before posting.
Spamming and Trolling	Posting repetitive, irrelevant, or inflammatory content.	Engage in meaningful, constructive discussions relevant to the community.

## 4. Content Sharing Guidelines

Risk warnings are an important and inseparable component of marketing and are required to ensure that consumers are aware of the potential risks associated with eToro products and services.

These are eToro's requirements regarding risk warnings in marketing promotions:

1. The risk warning should be displayed in a prominent position so that consumers are able to see it clearly. Readable font size, bold colour, borders, and proximity to the Call To Action
2. The risk warning should comply with regulatory requirements which may vary depending on the jurisdiction and the type of financial product or service being promoted.

It is important to stay up-to-date with these requirements to ensure compliance.

Please refer to the [Risk Warnings Page](#) for further information on which risk warnings to be used and when.

- Always display appropriate risk warnings when discussing financial products, services or trading strategies. It should be visible and placed within the main body of your post/content in line with clause 4 (1) and (2) above.
- **Balanced Information:** Provide a balanced view that includes potential benefits and risks associated with trading activities with equal prominence.\
- **No Guarantees:** Avoid any language that suggests guaranteed profits or specific outcomes. If you're discussing market movements, sharing trading thoughts, or referring to your own strategy, you must ensure your audience does not interpret this as personal advice or instruction.

You must never:

- Promise profits or gains
- Suggest guaranteed outcomes
- Refer to yourself as a fund or portfolio manager—always use "Popular Investor"

## 5. Use of eToro's Social Features (Feed)

- **Respectful Engagement:** Interact with other users respectfully, avoiding arguments, insults, or derogatory remarks.
- **Constructive Contributions:** Share insights, analyses, and experiences that add value to the community.
- **Compliance with Community Standards:** Follow eToro's [Community Guidelines](#) to maintain a positive environment.

## 6. Regulatory Considerations

- **Jurisdictional Awareness:** Be aware of and comply with the specific regulations and requirements applicable in your country of residence and operation.\
- **Disclosure Requirements:** Ensure that all necessary disclosures are made in accordance with the applicable regulatory standards. Please see [here](#)

**Any content that includes performance references and a CTA linking to your portfolio must include following standards**

Copy Trading is not investment advice | Capital at risk | Past performance does not guarantee future results

## 7. Consequences of Non-Compliance

Failure to adhere to these guidelines may result in:

- **Content Removal:** Non-compliant content will be removed from the platform and or social channels. You may be asked to amend or remove content that is not compliant
- **Program Removal:** You may be temporarily or permanently suspended from being able to be copied on eToro or removed from the Program.
- **Payment cancellation or deferral:** If there is a case of non-compliance, payment will be postponed until corrective measures are implemented, or it will be canceled if those measures are not taken.

## 8. Conclusion

As a client who is eligible to be copied, you play a crucial role in maintaining the integrity and trust of the eToro community. By following these guidelines, you contribute to a transparent, compliant, and respectful trading environment.

**POPULAR  
INVESTOR**

By eToro

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