

# NinjaTrader Ecosystem: Professional Guidelines for Design & Compliance

The NinjaTrader Ecosystem strives to work with partners that share our desire for presenting quality products and services with a high degree of professionalism. The purpose of this document is to:

- 1) Outline best practices for constructing websites or emails that adhere to industry compliance requirements
- 2) Provide guidelines on the use of NinjaTrader trademarked materials

The three sections below outline these items in detail and are required for acceptance into the NinjaTrader Ecosystem.

## 1. Industry Standard Risk Guidelines

- NinjaTrader and our Ecosystem partners approach compliance in alignment with NFA registered firms to ensure the risks associated with trading are clearly understood by potential clients. These guidelines are not meant to be prohibitive to your business but to elevate both you and the NinjaTrader Ecosystem as trusted trading resources.

## 2. Professional Website Design

- The look and design of a website can have a profound effect on the viewer's perception. For this reason, we have created an outline that includes the minimal items required to be considered professional website.

## 3. Use of NinjaTrader® Trademarked Materials

- NinjaTrader works hard to protect our brand image and present it in a clear, consistent and professional manner. The items below ensure that our brand is being presented in a manner consistent with our own use.

A NinjaTrader Ecosystem representative will be reviewing all partner sites on an on-going basis to ensure quality standards are being met. If you have any questions, please contact Business Development at [info@ninjatraderecosystem.com](mailto:info@ninjatraderecosystem.com).

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## Industry Standard Risk Guidelines

1. **Risk Disclaimer** - This is meant to be on each page of your site, but most important is that it can be easily found by visitors. Please see below for text.

### RISK DISCLOSURE:

Futures and forex trading contains substantial risk and is not for every investor. An investor could potentially lose all or more than the initial investment. Risk capital is money that can be lost without jeopardizing ones financial security or life style. Only risk capital should be used for trading and only those with

sufficient risk capital should consider trading. Past performance is not necessarily indicative of future results.

2. **Performance** - The presentation of trading performance requires additional attention by the poster, especially if the performance cannot be supported by account statements. Partners that post performance results from a trading system or calls made in a live trading room should understand this is considered hypothetical performance and requires the CFTC Hypothetical Performance disclaimer (provided below). It is not necessary to add this disclaimer if you do not present specific performance results, however this would apply to performance in blogs or videos.

HYPOTHETICAL PERFORMANCE DISCLAIMER:

HYPOTHETICAL PERFORMANCE RESULTS HAVE MANY INHERENT LIMITATIONS, SOME OF WHICH ARE DESCRIBED BELOW. NO REPRESENTATION IS BEING MADE THAT ANY ACCOUNT WILL OR IS LIKELY TO ACHIEVE PROFITS OR LOSSES SIMILAR TO THOSE SHOWN; IN FACT, THERE ARE FREQUENTLY SHARP DIFFERENCES BETWEEN HYPOTHETICAL PERFORMANCE RESULTS AND THE ACTUAL RESULTS SUBSEQUENTLY ACHIEVED BY ANY PARTICULAR TRADING PROGRAM. ONE OF THE LIMITATIONS OF HYPOTHETICAL PERFORMANCE RESULTS IS THAT THEY ARE GENERALLY PREPARED WITH THE BENEFIT OF HINDSIGHT. IN ADDITION, HYPOTHETICAL TRADING DOES NOT INVOLVE FINANCIAL RISK, AND NO HYPOTHETICAL TRADING RECORD CAN COMPLETELY ACCOUNT FOR THE IMPACT OF FINANCIAL RISK OF ACTUAL TRADING. FOR EXAMPLE, THE ABILITY TO WITHSTAND LOSSES OR TO ADHERE TO A PARTICULAR TRADING PROGRAM IN SPITE OF TRADING LOSSES ARE MATERIAL POINTS WHICH CAN ALSO ADVERSELY AFFECT ACTUAL TRADING RESULTS. THERE ARE NUMEROUS OTHER FACTORS RELATED TO THE MARKETS IN GENERAL OR TO THE IMPLEMENTATION OF ANY SPECIFIC TRADING PROGRAM WHICH CANNOT BE FULLY ACCOUNTED FOR IN THE PREPARATION OF HYPOTHETICAL PERFORMANCE RESULTS AND ALL WHICH CAN ADVERSELY AFFECT TRADING RESULTS.

3. **Testimonials** - We understand that when you receive positive feedback, it's something you want to share with prospective customers. If you do share testimonials on your site, please avoid those that mention specific profit amounts since as mentioned above, performance claims are highly monitored and make sure to disclose any paid testimonials.

In regards to broad marketing on your website, emails, or otherwise, please refrain from large claims of success that cannot be verified if an inquiry is made. The goal here is to present your products and services in a clear and professional manner and we believe this will benefit everyone in the long run.

## Professional Website Design

1. Commercial Grade Website - Partner must have a commercial grade website which they are responsible for hosting.
  - a. The definition of a commercial grade website is subjective, however the site must include multiple pages, provides content and is aesthetically pleasing as well as updated within the last 2 years
  - b. General guidelines to follow for a commercial grade site can be found here: <http://econsultancy.com/blog/6924-25-reasons-why-i-ll-leave-your-website-in-10-seconds>
2. Videos and Chart images - Website videos, chart images and/or screenshots must be primarily, if not entirely, done using NinjaTrader.
3. NinjaTrader® and Kinetick® Positioning - Partner agrees to include NinjaTrader and Kinetick information page on their website
  - a. Partner agrees to include NinjaTrader images on their website
  - b. Partner agrees to include Kinetick images on their website
  - c. NinjaTrader Platform must be promoted on their site as the featured, recommended or preferred platform over any competitor platforms.
  - d. NinjaTrader Brokerage must be promoted on their site as the featured, recommended or preferred brokerage over any competitor platforms.

## Use of NinjaTrader® Trademarked Materials

Please review and follow the NinjaTrader® and Kinetick® usage guidelines as outlined below across your website, appropriate email communications, etc.

- All logos require at least .25" or 18px of space on all sides.
- NinjaTrader® must always be listed as one word with a capital 'N' and 'T': NinjaTrader®
- Kinetick® must always be listed with a capital 'K': Kinetick®
- All logos can be downloaded as .png files.
- Print quality logos are available upon request, please email [info@ninjatraderecosystem.com](mailto:info@ninjatraderecosystem.com)
- Please include NinjaTrader® and Kinetick® information in other areas of your website where it would be beneficial to your clients such as a FAQ, Blog, Forum and Free Resources section.

If you have any questions, please contact Business Development at [info@ninjatraderecosystem.com](mailto:info@ninjatraderecosystem.com).