

# USA Trade Deals — Affiliate Transparency Policy & Partner Guide

We believe trust starts with transparency. This guide explains how we disclose affiliate relationships, how we keep our reviews unbiased, and what partners can expect from our process.

## 1) Our Disclosure Commitment

We may earn commissions when readers use our affiliate links to purchase products or services — at no extra cost to them. We place clear, plain language disclosures near recommendations, above the fold where possible, and repeat disclosures in long or multimedia content.

### Practical disclosure examples

Blog/Review Page	At the top: 'This page contains affiliate links. If you buy through our links, we may earn a commission.'
Inline next to a link	'(we earn a commission if you purchase via this link)'
Video	Onscreen text at start + spoken: 'This video includes affiliate links; we may earn a commission.'
Social post	'#ad — We earn a commission if you buy through our link.' Place near the endorsement, not the link.

## 2) Independence of Reviews & Rankings

Affiliate status does not affect scoring. Our General Review ranks firms using public criteria (pricing, rules, payout policies, support, reputation). Our In-House Deep Dive uses two independent reviewers trading live accounts at different times. Findings are compared, cross-checked with public reviews, and synthesized into a final report.

## 3) Placement & Clarity Standards

Disclosures are placed proximate to the endorsement or link, in the same language, using plain words (e.g., 'we earn a commission'). We avoid vague phrasing and ensure disclosures are visible without extra clicks.

## 4) Reviewer Privacy & Data Handling

Reviewer identities remain anonymous unless consented. Journal dates may be removed to protect privacy, while substantive details remain available for transparency. Logs are stored securely; firms can request excerpts tied to specific complaints.

## 5) Reconsideration & Appeals

Firms may submit questions or request reevaluation at any time. Provide documentation or clarifications, and we will assess whether an update is warranted. Material changes in pricing or policies will trigger ranking refreshes.

## 6) Partner Expectations

By partnering with us, firms agree not to solicit positive reviews, suppress negative feedback, or offer incentives for reviews. We encourage fair invitations and professional responses to criticism on public platforms.

## 7) Contact & Compliance

Questions about disclosures or compliance? Contact [partners@usatradedeals.com](mailto:partners@usatradedeals.com). We monitor updates to U.S. FTC Endorsement Guides and digital advertising disclosure guidance to keep our practices current.

### Appendix A — Our Scoring Framework (General Review)

Category	Examples	Weight (indicative)
Pricing & Fees	Challenge fees, resets, subscriptions	25%
Risk Rules	Daily/overall drawdown, news/EA restrictions	20%
Payouts	Profit split, minimums, timing, methods	20%
Scaling & Funding	Scale plan clarity, caps, milestones	15%
Support & Reputation	Response times, public sentiment	20%

## **Appendix B — InHouse Deep Dive Protocol**

1) Assign two reviewers; purchase accounts separately. 2) Trade live; journal daily. 3) Compare findings; verify externally; interview users. 4) Draft & publish review; share feedback channel; maintain anonymity.

## **Appendix C — Sample Disclosure Language**

- ‘This post contains affiliate links. If you buy through our links, we may earn a commission at no extra cost to you.’
- ‘We earn a commission if you purchase using our link.’
- Video: ‘This video includes affiliate links; we may earn a commission.’ (spoken + onscreen).

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