



ETHICAL STANDARDS

Truthful and Honest

I pledge to always tell the truth. The truth about my life, my products, my services, potential conflicts of interest, how and whether I make money, and everything else.

I pledge to be honest about my knowledge, background, and motivations. My readers and consumers will be clear about the fact that I am not a certified financial professional, their lawyer, and so on.

Abide by the Rules - And The Law

I will abide by the rules set on forums, social media platforms, companies I do business with, and any other platforms I use.

I will abide by copyright law. This means I will not take the content (articles, podcasts, videos, images) of others without permission and proper attribution. I am also familiar with, and follow, the copyright fair use guidelines.

If I take credit cards for a product or service, I (and/or my card vendors) are PCI Compliant.

In the event of a data breach, I pledge to follow the laws on security breach notifications.

If I do business in, or have readers/consumers in, the US, I will abide by the FTC Endorsement Guide.

This means I will prominently and clearly disclose where and when I am being paid for an endorsement, or receiving payment from an affiliate program, or any other sort of payment

If I do business in, or have readers/consumers in, the EU and the UK, I will abide by the rules of GDPR.

This means I will create a privacy policy outlining how and whether I collect and use their data, obtain clear consent for data collection, allow users to access and delete their data, and inform people if a data



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Respect For Others

Even when writing a critical piece, I pledge to be respectful of others

I pledge to make it clear to my audience when I am discussing facts, and when I am providing opinions, of others

I am familiar with and will follow the laws regarding libel (written) and slander (oral)

Respect For the Property of Others

I will not take the content of others. This means I will not use their writing, images, or other content without proper credit and attribution

I pledge to give credit when using someone else's ideas, or when my content is inspired by that of someone else

Independent

I pledge that my content is generally free of conflicts of interest

When a potential conflict of interest exists, I pledge to clearly and prominently disclose that to my audience

Accurate

I pledge that my content is as accurate and factual as possible. When I write on a topic, I will provide links to appropriate research that backs up what I say.

Since I am human, I recognize that mistakes will occur. When they do, I will correct them promptly