

BRAND & PROMOTIONAL STANDARDS

The controlled standard for representing Gold Trading Desk accurately, transparently and with institutional discipline.

GOVERNING PRINCIPLE

A partner may introduce GTD. A partner may not become GTD.

VERSION 1.0 · CONTROLLED PUBLICATION · 22 JULY 2026

EST. EDUCATION · INTEGRITY · EVIDENCE · DISCIPLINE · CAPITAL PRESERVATION

DOCUMENT CONTROL

Authority, status and controlled use

These Standards form the authoritative operating rules for the use of Gold Trading Desk (“GTD”) identity, language, content and promotional materials by an approved Individual Partner. They translate the Programme Handbook and the Individual Partner Programme Terms & Conditions into publishable conduct. Where a conflict exists, the binding Terms prevail; the stricter applicable requirement governs until GTD confirms otherwise in writing.

FIELD	CONTROLLED VALUE
Document owner	Gold Trading Desk — Partnership Office
Document ID	GTD-IPP-BPS-001
Version	1.0
Issue date	22 July 2026
Review cycle	At least annually and upon a material programme, brand, legal or platform change
Audience	Applicants, approved Individual Partners, GTD administrators and authorised reviewers
Status	Current operational standard; subject to the binding Terms and formal legal review where required
Supersession	Replaces informal instructions, partner-created brand rules and unapproved promotional conventions

Acceptance and permission

Access to a logo, referral link, screenshot, certificate image or published webpage does not create permission to reuse it. Permission is limited, revocable, non-exclusive, non-transferable and confined to the approved partner, approved channels, current materials and active programme standing. Silence by GTD is not approval.

BEFORE PUBLICATION

If a claim, asset, channel, audience or campaign is not clearly permitted here, obtain written approval before publishing.

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GTD is an educational institution—not a trading promotion.

Every partner communication must preserve GTD’s essential character: a specialist educational institution focused exclusively on institutional gold-market education. GTD is not a broker, signal provider, prop firm, investment manager, copy-trading service, crypto project, lifestyle brand or promise of financial results.

The identity hierarchy

ELEMENT	REQUIRED EXPRESSION
Purpose	Develop disciplined thinking about gold as a continuous auction.
Method	Evidence before prediction; context before execution; capital preservation before opportunity.
Academic model	Structured progression through Desks, lectures, exercises, assessment and controlled credentials.
Tone	Measured, precise, sober, respectful and intellectually serious.
Commercial posture	Transparent tuition and partner disclosure; no pressure, hype or outcome selling.
Boundary	Education only; no signals, brokerage service, investment advice or guaranteed outcome.

The eight GTD values

- Integrity — state what is true and disclose what is material.
- Evidence — distinguish observation from interpretation and claim from proof.
- Discipline — follow approved process even when a shortcut might convert better.
- Precision — use exact programme facts, dates, prices, versions and qualifications.
- Professionalism — communicate with restraint and respect.
- Education — promote learning, not dependency on calls or personalities.
- Capital preservation — never romanticise leverage or suppress risk.
- Institutional thinking — frame markets as structured auctions, not certainty machines.

The partner speaks about GTD—not as GTD.

PERMITTED ROLE	NOT PERMITTED
Approved Individual Partner	Employee, faculty member, admissions officer or official spokesperson
Independent introducer	Agent authorised to bind GTD or negotiate terms
Publisher of approved facts	Interpreter who changes GTD policy or academic meaning
Community bridge	Collector of tuition, documents, passwords or private student data
Transparent commission recipient	“Official representative” who conceals commercial interest

Naming rule

Use “approved Gold Trading Desk Individual Partner” only while standing is active. Never shorten the status to “GTD representative,” “GTD advisor,” “GTD educator,” “GTD analyst,” “GTD admissions,” “GTD official partner office,” or a title likely to imply employment, academic authority or institutional agency.

First-person rule

- Use “I,” “my channel,” and “my view” for the partner’s own statements.
- Use “GTD states,” “the published programme explains,” or an approved quotation for institutional facts.
- Never use “we” to mean GTD and the partner together unless GTD has approved a specific co-authored campaign in writing.
- Do not answer uncertain academic, legal, payment, assessment or admissions questions from memory; direct the person to the official page or Partnership Office.

AUTHORITY TEST

Would a reasonable viewer believe this account, message or speaker is GTD itself? If yes, redesign it before publication.

The official explanation of Gold Trading Desk

Core institutional description

APPROVED LONG FORM

Gold Trading Desk is an educational institution focused exclusively on institutional gold-market education. It teaches traders to interpret gold as a continuous auction through market structure, liquidity, value, acceptance, rejection, evidence and disciplined risk thinking. GTD does not provide trading signals, brokerage services, investment advice or guaranteed outcomes.

Approved short form

“Institutional gold-market education built around evidence, auction logic and capital preservation.”

The narrative sequence

STEP	WHAT THE PARTNER SHOULD COMMUNICATE
1. Problem	Many traders consume fragmented tactics without a coherent market framework.
2. GTD position	GTD teaches a structured way to read the gold auction rather than sell predictions.
3. Learning system	Members progress through lectures, applied exercises, assessment and credentials.
4. Fit	The programme suits serious learners willing to study, practise and accept uncertainty.
5. Boundary	Education does not remove market risk or guarantee trading performance.
6. Action	Evaluate the official methodology, Academy, Preview Room or Diagnostic before deciding.

Words to prefer

Institution · programme · curriculum · lecture · methodology · evidence · auction · value · acceptance · rejection · liquidity · structure · assessment · credential · member · disciplined practice · capital preservation.

Words to avoid

Secret · hack · guaranteed · foolproof · easy money · passive income · winning formula · sniper entry · never lose · copy my trades · signals · VIP calls · instant profitability · funded-account shortcut.

Programme facts must be exact, current and properly qualified.

CLAIM AREA	CURRENT APPROVED FACT	REQUIRED QUALIFICATION
Desk I structure	25 lectures across five chapters	Do not imply that one preview or summary replaces the curriculum.
Completion	Programme requirements must be completed	Completion alone must not be described as certification.
Assessment	Minimum 80%; two attempts under the current framework	Do not promise a pass or coach around assessment integrity.
Credential	Issued only after the institutional workflow is satisfied	Do not create, modify or pre-announce credentials.
Access	Perpetual curriculum access under the current published Desk I register	Subject to platform, account and Terms conditions.
Tuition	295 USD at issue date	Always verify the live official page before publishing price.
Partner commission	15% of confirmed Desk I tuition; 44.25 USD at 295 USD	Disclose the relationship; do not imply a member discount.

Academic red lines

- Do not call Desk I a degree, licence, regulated qualification, professional authorisation or university-accredited programme unless GTD later publishes that exact status.
- Do not promise certification merely because a person enrolls or completes lectures.
- Do not publish assessment questions, answers, grading logic, private feedback or methods intended to bypass academic controls.
- Do not claim a credential proves profitability, professional competence beyond its stated scope, employability or regulatory fitness.
- Do not compare GTD credentials to CFA, university degrees, broker licences or regulated designations unless GTD issues an approved comparison.

The commercial relationship must be obvious before influence occurs.

A disclosure is required whenever a partner presents, recommends, links to or discusses GTD in a context that could influence enrollment. It must be clear, proximate, understandable, unavoidable and appropriate to the medium. A profile-page disclaimer alone is insufficient for an individual promotional post.

STANDARD DISCLOSURE

I am an approved Gold Trading Desk Individual Partner. If you enroll through my referral link, I may receive a commission at no additional cost to you.

MEDIUM	MINIMUM PLACEMENT
Short post / X	In the post itself, before or immediately beside the referral link.
Telegram / Discord	In the same message as the recommendation and link; not only in channel rules.
YouTube video	Spoken near the first endorsement and visible in the description before the link.
Livestream	Spoken when GTD is first promoted and repeated when the link is posted.
Email	Before the primary call to action and link.
Website / article	Near the first endorsement and beside the first material referral action.
Private message	In the same message before sending the referral link.
Event / webinar	Spoken before the invitation to enroll and visible on the relevant slide or follow-up.

Disclosure failures

- “Affiliate link” alone where the audience may not understand the financial relationship.
- A disclosure hidden after “more,” among hashtags, in faint text, at the bottom of a long page or only in Terms.
- Language such as “support the channel” that does not state the partner may earn commission.
- A verbal disclosure contradicted by a visual claim of independence or neutrality.

Use identity assets as controlled institutional marks.

Master-mark rules

- Use only files supplied through the current Partner Office asset library.
- Preserve proportions, spacing, letterforms, monogram construction, colours and tagline exactly.
- Maintain clear space around the mark equal to at least the visible height of the “G” in the supplied wordmark.
- Use the dark or approved single-colour mark only on backgrounds that provide strong contrast.
- Keep the logo visually subordinate to the partner’s own identity; the partner must remain the apparent publisher.
- Add the partner disclosure in readable text; a logo never substitutes for disclosure.

NEVER	REASON
Redraw, stretch, rotate, crop or recolour the mark	Destroys identity consistency.
Add glow, bevel, shadow, animation or metallic effects	Turns an institutional mark into promotional decoration.
Place the mark inside the partner’s own logo	Creates a false joint identity.
Use the crest or certificate seal as a social badge	Confuses academic authentication with partnership status.
Use a GTD mark as account avatar or page favicon	Can make the channel appear official.
Place the mark over trading P&L, cash, luxury or countdown imagery	Associates GTD with outcome selling or urgency.
Extract marks from screenshots	Produces uncontrolled, low-quality or altered assets.

Colour and typography

Partner-created materials should favour restrained ivory, black, muted gold and approved institutional green where assets permit. Typography must be editorial and highly readable. Decorative “trading,” neon, gaming, crypto, casino or aggressive condensed styles are not acceptable. Exact production assets and colour files supplied by GTD govern over approximations in this document.

A GTD promotion should look like an academic invitation, not an advertisement for profit.

USE	AVOID
Real programme pages, reading environments and controlled diagrams	Cash piles, supercars, watches, mansions, rockets or “freedom” imagery
Gold-market context used analytically	Exploding candlesticks, oversized buy/sell arrows or guaranteed targets
Quiet editorial composition and generous whitespace	Crowded thumbnail language, flashing urgency and multiple exclamation marks
Accurate screenshots with private data removed	Fabricated dashboards, altered balances or staged testimonials
Human portraits used respectfully and truthfully	AI “faculty,” fake students, impersonations or authority costumes
Captions that explain what is shown	Visuals implying a trade recommendation or future price certainty

Screenshot controls

- Capture only information needed to support the approved message.
- Remove email addresses, account identifiers, wallet addresses, referral data, assessment details, private notices and other member information.
- Do not alter a screenshot in a way that changes meaning, ranking, status, price, date or result.
- Date screenshots where a viewer could mistake historical information for current information.
- Obtain written consent for any identifiable person, message, result, certificate or community post.

Accessibility

Use readable contrast, captions for video, alt text for meaningful images, meaningful link labels, sufficient text size and a layout that works on mobile. Disclosure text must be at least as legible as the surrounding promotional copy.

Referral infrastructure must remain transparent and unmodified.

- Use only the partner code and official destination generated or approved for the partner.
- Do not cloak, shorten, redirect, frame or wrap a referral URL unless GTD explicitly approves the method.
- Do not modify query parameters, attribution cookies, checkout data or tracking scripts.
- Never place another partner's code, rotate codes, share an account or claim traffic generated by another source.
- Do not use forced redirects, pop-ups, cookie stuffing, adware, browser extensions or misleading buttons.
- Calls to action must describe the real next step: "Explore the Methodology," "Enter the Desk I Preview," "Take the Diagnostic," or "Review official enrollment."

CTA hierarchy

AUDIENCE STATE	APPROPRIATE ACTION
Unfamiliar visitor	Explore GTD / Read the Methodology
Interested prospect	Enter Desk I Preview / Take the Diagnostic
Ready evaluator	Review the official Desk I programme and tuition
Registered non-member	Continue through the official account or enrollment journey
Active member	Return to My Desk; do not solicit duplicate enrollment
Certified graduate	View certificate / continue to the next official academic destination
Partner applicant	Read programme documents / apply through the official form

NO PARALLEL FUNNEL

A partner may explain and refer. The partner may not reproduce enrollment, collect payment, create a substitute application or host protected GTD content.

The rule adapts to the medium; the institutional standard does not.

CHANNEL	REQUIRED OPERATING STANDARD
Discord	Use an accurately named channel; pin the disclosure and official links; disclose again in promotional posts; moderators must not improvise claims.
Telegram	Keep the disclosure in each promotional message; avoid repeated unsolicited forwarding; never combine GTD promotion with signal calls.
YouTube	Disclose verbally and in description; distinguish review from sponsorship; show only approved pages/assets; retain the published script and final cut.
X / social	Keep claims factual and compact; disclosure must survive reposting; do not use performance bait, false threads or impersonating handles.
Email	Use a permission-based list; identify sender; provide unsubscribe; disclose before CTA; do not purchase or scrape lists.
Website / blog	Identify the partner as publisher; use current facts; date material; link to official pages; correct outdated claims promptly.
Private messages	Respond to genuine interest; disclose before the link; do not mass-DM, pressure, pursue declined interest or request payment.
Livestream / event	Pre-approve material campaigns; disclose orally and visually; do not answer with improvised institutional commitments.
WhatsApp	Use only permission-based conversations or groups; no bulk unsolicited messaging; disclosure accompanies the first referral link.

Community moderation

A partner remains responsible for promotional claims published by moderators, contractors or guests on an approved channel. Remove misleading member claims when the partner controls the space; preserve evidence and escalate material incidents. Community enthusiasm does not excuse profit claims or false institutional authority.

Organic approval does not authorise paid acquisition.

Written approval required

- Any paid search, paid social, sponsored placement, influencer subcontract, advertorial, retargeting or media-buy campaign.
- Use of GTD marks in ad creative, landing pages, lead forms or promoted video thumbnails.
- Any campaign using translated GTD claims, geographic targeting, comparison advertising or third-party tracking.
- Any contest, giveaway, bonus, rebate, coupon or bundled offer connected to GTD.

Prohibited digital practices

AREA	PROHIBITION
Search bidding	No bidding on “Gold Trading Desk,” “GTD,” misspellings, programme titles or other controlled brand terms without written approval.
Domains	No domain or subdomain containing GTD names, abbreviations or confusing variants.
Accounts	No handle, display name, avatar or verification request likely to look like an official GTD account.
SEO	No doorway pages, copied GTD text, false reviews, schema manipulation or pages designed to outrank official sources through confusion.
Apps / bots	No app, bot, browser tool or AI assistant using GTD identity or protected content without approval.
Lead capture	No collection of prospective-member data “for GTD”; send users to official GTD forms.
Geo / age	No targeting where the activity, payout method or marketing is unlawful; never target minors.

Evidence must be authentic, authorised and proportionate.

Testimonials

- Use only genuine statements from identifiable real people who consented to the exact proposed use.
- Do not edit wording, remove qualifications or combine statements in a way that changes meaning.
- Disclose material relationships, incentives, free access or partner status connected with the testimonial.
- Do not imply that an exceptional academic or trading experience is typical.
- Withdraw a testimonial if consent is withdrawn, the claim becomes misleading or GTD instructs removal.

Trading results

Partner trading results, P&L, funded-account status, payout screenshots, win rates or lifestyle outcomes must not be used as evidence that GTD produces such outcomes. Even if genuine, pairing those results with a GTD referral link can create an implied performance claim. Written campaign-specific approval is required, and GTD may refuse the use entirely.

Reviews and comparisons

- Do not author, commission or coordinate undisclosed reviews.
- Do not review GTD through fake accounts or ask community members to suppress criticism.
- Comparisons must be factual, like-for-like, current, evidenced and approved when GTD or competitors are named.
- Do not attack educators, brokers, prop firms or communities to elevate GTD.

EVIDENCE RULE

A true screenshot can still communicate a false promise. GTD evaluates the total impression, not only whether each isolated word is technically true.

Academic evidence is not promotional decoration.

ASSET	PERMITTED TREATMENT
Partner's own certificate	May be shared truthfully with credential code/QR intact, subject to privacy choice and without implying guaranteed results.
Another member's certificate	Only with documented consent for the exact campaign and GTD approval where used promotionally.
Credential QR / verification	Must remain functional and unaltered; never redirect or reproduce a false verification page.
Assessment status / grade	Private academic information; do not publish without clear consent and legitimate purpose.
My Desk screenshot	Remove personal, financial, progress, notification and referral information not essential to the message.
Partner dashboard	Do not publish balances, referred-member information, internal controls, payout identifiers or private operational data without approval.

No credential-like partner badges

A partner may use only the specific “Approved Individual Partner” asset, if and when GTD supplies it. Partners must not invent seals, certificates, ID cards, letterheads, verification pages, award graphics or “official partner” badges. Partnership approval is commercial standing, not an academic credential.

Never collapse GTD education into signals or predictions.

Partners may discuss their own market observations, but must keep those observations clearly separate from GTD institutional claims and from the referral invitation. They may not imply that GTD endorses a trade, forecast, risk level, execution or result.

ACCEPTABLE	UNACCEPTABLE
“GTD teaches a framework for interpreting value, acceptance and rejection.”	“GTD says gold will rally from here.”
“My own view is that this session shows rejection; this is not a GTD signal.”	“Our GTD entry is buy now, SL here.”
“The programme develops a process for evidence-based analysis.”	“Join GTD and receive profitable setups.”
“Trading remains risky and education cannot guarantee outcomes.”	“This framework gives an 80% win rate.”
“Visit the official Research Office for published GTD research.”	Copying a protected lecture or presenting it as the partner’s lesson.

Protected teaching boundary

- Do not reproduce lectures, figures, exercises, assessment material, Desk Tools, research behind access controls or substantial extracts.
- Do not sell a course, mentorship or signals room branded as GTD or “based on GTD” without a written licence.
- Do not hold unofficial GTD classes, certification preparation, assessment coaching or faculty-style sessions.
- Link to official public material rather than copying it. Short quotation requires attribution, context and compliance with applicable rights.

Price and availability must come from the live official record.

TOPIC	RULE
Tuition	Verify the official page immediately before publication. State the currency and never imply the commission reduces tuition.
Discounts	No invented code, rebate, cashback or personal discount.
Bonuses	No partner-created bonus presented as included with GTD; separate third-party offers require written approval.
Scarcity	No false seat limit, countdown, enrollment deadline or “last chance.”
Availability	Use only official open/closed/waitlist language and remove expired statements.
Refunds	Do not paraphrase or promise exceptions; link to the official policy.
Payment	Never collect funds, receive crypto for GTD, provide a substitute wallet or troubleshoot by requesting secrets.
Earnings	Do not describe partner commission as a member benefit or imply members can recover tuition through trading.

Crypto-specific controls

Where GTD publishes crypto tuition or partner payout methods, state the exact supported asset and network from the current official interface. Never tell a person to use a different network, provide a wallet outside the official checkout/payout process, guarantee settlement speed, or request a seed phrase, private key or wallet-control secret.

Technology does not dilute accountability.

- A partner remains responsible for every AI-assisted claim, translation, image, voice, caption, reply, chatbot answer and scheduled post.
- Do not train, fine-tune or ground a public tool on protected GTD curriculum or private Partner Office material.
- Do not create synthetic GTD faculty, executives, students, testimonials, certificates, screenshots or voices.
- Do not use a bot to impersonate GTD support, admissions, assessment or research personnel.
- Machine translation must be reviewed by a competent human for academic meaning, disclosure clarity and local legal sensitivity.
- Automated replies must not provide price, enrollment, assessment, payment or policy answers unless drawn from a current approved response library.
- Do not bulk-generate SEO pages, reviews or community posts that create artificial consensus or search confusion.

AI disclosure

Disclose synthetic or materially altered media where a reasonable viewer could otherwise believe it records a real person, event, statement or GTD-issued object. Disclosure does not cure impersonation or an otherwise prohibited claim.

Material campaigns require a reviewable evidence trail.

Submit before publication when the campaign includes

- Paid distribution, press, an event, a webinar, a long-form review, comparison, testimonial compilation or third-party influencer.
- A new landing page, domain, account identity, bot, automation, downloadable asset or translation of core GTD positioning.
- Certificates, member stories, results, screenshots, public claims about assessment or a non-standard commercial offer.
- Any use that could reasonably be perceived as co-branded, endorsed or published by GTD.

Submission package

REQUIRED ITEM	EVIDENCE
Campaign owner	Partner name, ID, approved channel and contact.
Purpose and audience	Objective, geography, language, age profile and targeting method.
Final creative	Exact copy, script, visual, thumbnail, caption, links and disclosure.
Distribution	Organic/paid, platforms, dates, spend, frequency and subcontractors.
Claims evidence	Official URL, current source, consent and date checked.
Data handling	Any lead capture, pixels, cookies, forms or third-party processors.
Archive	Final published URL/file, publication date, changes and takedown date.

Retention

Retain the approval, final published version, claims evidence, consent records, disclosure placement and material audience complaints for the period specified by the binding Terms or GTD. If no period is specified, retain them for at least twenty-four months after the last publication or longer where law, platform rules or an active dispute requires.

Correction protects the institution and the audience.

SEVERITY	ILLUSTRATIVE RESPONSE
Level 1 — Minor	Formatting or isolated wording issue with low audience risk: correct by stated deadline and preserve evidence.
Level 2 — Material	Missing disclosure, inaccurate programme fact or unauthorised asset: pause campaign, correct/remove, notify affected audience where directed.
Level 3 — Serious	Profit promise, impersonation, spam, privacy breach, credential misuse or unauthorised paid campaign: immediate suspension and investigation.
Level 4 — Critical	Fraud, payment diversion, forged credentials, malicious data use, repeated evasion or conduct creating legal/reputational danger: termination, withholding where permitted, preservation and escalation.

Partner duties after an incident

- Stop the affected publication or campaign immediately where harm may continue.
- Preserve the original post, edit history, distribution data, approvals, messages and complaints.
- Notify GTD promptly through the designated Partner Office channel.
- Do not delete evidence, coach witnesses, retaliate against complainants or publish a defensive statement on GTD’s behalf.
- Implement the instructed correction, audience notice, retraining, reacceptance or removal.
- Confirm completion with links or screenshots and prevent recurrence across scheduled/reposted material.

NO CURE BY DELETION ALONE
Removing a post does not erase attribution, audience harm, platform records or the obligation to report a material incident.

Ready-to-use message architecture

Community introduction

“I have been approved as a Gold Trading Desk Individual Partner. GTD is an educational institution focused exclusively on institutional gold-market education—auction logic, market structure, liquidity, value and disciplined risk thinking. It does not provide signals, brokerage services, investment advice or guaranteed outcomes. If you want to evaluate the institution, begin with the official methodology or Desk I Preview. If you later enroll through my link, I may receive a commission at no additional cost to you.”

Short social post

“For traders who want a structured institutional framework for studying gold: explore Gold Trading Desk and its Desk I Preview. GTD provides education—not signals or guaranteed outcomes. I am an approved Individual Partner and may receive a commission if you enroll through my link, at no additional cost to you.”

Reply to “Will this make me profitable?”

“No educational programme can guarantee profitability. GTD teaches a structured framework and disciplined process, but trading outcomes depend on many factors and capital remains at risk. Review the official curriculum and decide whether the learning approach fits you.”

Reply to “Can you give me the course or assessment answers?”

“No. GTD curriculum and assessment material must remain protected, and academic work must be completed honestly. I can direct you to the official public pages or support channel.”

Video opening disclosure

“Before we begin: I am an approved Gold Trading Desk Individual Partner. This is my independent presentation, not an official GTD production. If you enroll through my referral link, I may receive a commission at no additional cost to you.”

Say this—not that

TOPIC	APPROVED DIRECTION	PROHIBITED DIRECTION
Identity	Educational institution focused on institutional gold-market education	Signals provider, investment firm, university or broker
Method	Evidence before prediction; auction, value, liquidity and structure	Secret strategy, guaranteed edge or certain forecast
Desk I	25 lectures across five chapters; formal assessment requirements	Instant certification or complete mastery in a fixed number of days
Assessment	Minimum 80%; two attempts under current framework	Everyone passes, answers provided, certificate guaranteed
Results	Structured learning and disciplined practice	Profitability, win rate, income, funded account or job guarantee
Partner role	Independent approved Individual Partner	GTD employee, faculty, advisor or official representative
Commission	May receive commission at no extra cost to enrollee	Independent/unpaid recommendation when commission applies
Price	Current official tuition, checked before publication	Permanent price, personal discount or invented deadline
Research	Link to official published GTD research	Republish protected work or present personal calls as GTD research
Credential	Verifiable academic record within its stated scope	Licence, professional authorisation or proof of trading success

Partner promotional review record

PARTNER NAME / PARTNER ID

APPROVED CHANNEL(S)

CAMPAIGN TITLE AND OBJECTIVE

AUDIENCE, GEOGRAPHY AND LANGUAGE

PUBLICATION DATES AND FREQUENCY

ORGANIC OR PAID DISTRIBUTION; PROPOSED SPEND

FINAL COPY / SCRIPT / CREATIVE FILE REFERENCES

OFFICIAL SOURCES SUPPORTING PROGRAMME, PRICE AND ACADEMIC CLAIMS

EXACT DISCLOSURE AND PLACEMENT

REFERRAL DESTINATION AND CODE

THIRD PARTIES, MODERATORS, INFLUENCERS OR PRODUCTION VENDORS

PERSONAL DATA, COOKIES, PIXELS OR LEAD CAPTURE

TESTIMONIALS, SCREENSHOTS, CREDENTIALS OR CONSENTS

KNOWN RISKS AND MITIGATION

REQUESTED DECISION AND LAUNCH DEADLINE

GTD decision record

DECISION	RECORD
Status	Approved / Approved with conditions / Revise and resubmit / Declined
Conditions	
Reviewer and date	
Approval expiry	
Final archive reference	

Pre-publication control

- ☐ The publisher is visibly the partner—not GTD.
- ☐ The partner’s active standing and approved channel have been confirmed.
- ☐ All GTD descriptions match the approved narrative.
- ☐ Every programme, assessment, credential, price and availability fact was checked against a current official source.
- ☐ The commission disclosure is clear, proximate and suitable for the medium.
- ☐ The referral destination and code are official and unmodified.
- ☐ No profit, win-rate, funding, income, employment or guaranteed-outcome implication remains.
- ☐ No signal, trade instruction or personal prediction is attributed to GTD.
- ☐ Only current supplied identity assets are used, without alteration.
- ☐ Screenshots and testimonials are authentic, consented, minimally necessary and privacy-safe.
- ☐ Protected curriculum, assessment and internal Partner Office material are absent.
- ☐ The CTA accurately describes the next official step.
- ☐ Paid media, translation, comparison, AI, event and third-party elements have the required written approval.
- ☐ Mobile layout, captions, contrast, link labels and disclosure legibility were checked.
- ☐ The final version, source evidence, consent and approval record are archived.
- ☐ A correction/takedown owner is identified for the campaign period.

Release acknowledgement

I confirm that I reviewed the complete final publication—not merely the draft text—and that it complies with the current GTD Individual Partner Programme Handbook, binding Terms & Conditions, these Standards, written approvals, applicable law and platform rules.

RECORD	COMPLETION
Partner name / ID	
Campaign reference	
Final URL / file	
Released by / date	
GTD approval reference, if required	

CONTROLLED ACKNOWLEDGEMENT

Partner acceptance record

By accepting these Standards, the partner confirms that they have read and understood the complete document; will use only current approved materials; will disclose the commercial relationship clearly; will preserve GTD’s educational, academic and no-signals boundaries; and understands that approval may be corrected, suspended or terminated under the governing agreement.

FIELD	PARTNER RECORD
Partner full legal name	
GTD Partner ID	
Primary approved channel	
Document ID / version	GTD-IPP-BPS-001 / v1.0
Acceptance method	Authenticated electronic acceptance / approved written method
Acceptance timestamp	
Reacceptance required after material revision	Yes, where directed by GTD

Signature record where used

Partner signature: _____ Date: _____
GTD authorised record: _____ Date: _____

DOCUMENT RELATIONSHIP

This publication governs brand and promotional conduct. It does not replace the Programme Handbook, binding Terms & Conditions, official live programme pages, campaign-specific written approvals or applicable law.

END OF CONTROLLED PUBLICATION