FundingReady Advertising and Sponsorship Standards

Requirements for all advertisers sponsors and partner content

These standards protect applicants, preserve independent funding guidance and establish the conditions under which organisations may advertise or sponsor services on FundingReady.gy.

Core principles

- Paid placements are clearly labelled Sponsored.
- Advertising does not influence eligibility assessments or official opportunity rankings.
- FundingReady.gy is not the funder and does not guarantee approval.
- Applicants' private information is not sold.
- Sponsors do not receive private plans, assessments, documents or financial records.
- FundingReady.gy may reject, suspend or remove unsuitable content.

Required provider conduct

- Provide accurate registration, contact and licensing information.
- Disclose material interest rates, fees, repayment periods, collateral and credit-check requirements.
- Maintain a valid complaints contact.
- Use only approved creative material and destination links.
- Promptly report any material change to an advertised service.
- Obtain approval before changing claims, prices or finance terms in an active campaign.

Prohibited content and practices

- Guaranteed funding or approval claims
- False urgency or fabricated scarcity
- Undisclosed fees or misleading rates
- False government or Development Bank affiliation
- Advance-fee loan schemes
- Requests for passwords, PINs or banking credentials
- Discrimination or unlawful targeting
- Malware, unsafe downloads or deceptive redirects
- Using sponsorship to influence applicant eligibility guidance
- Collecting applicant information without clear consent

Applicant enquiries

An enquiry may be shared with a provider only when the visitor intentionally submits it and gives explicit consent naming that provider. Consent does not include the visitor's FundingReady.gy account, assessments, documents or financial records.

Sponsored educational content

Sponsored articles, interviews, guides and webinars must include a sponsorship disclosure. FundingReady.gy may edit or reject content that is inaccurate, misleading, unsuitable or inconsistent with these standards.

Review suspension and removal

FundingReady.gy may request additional verification, pause a campaign during review, decline a proposed placement or suspend a partner when information is inaccurate, complaints indicate risk, licensing changes, payment obligations are unmet or these standards are breached.

No performance guarantee

Advertising may improve visibility, but FundingReady.gy does not guarantee impressions, enquiries, customers, loan originations, revenue or other commercial results. Reports are descriptive and should not be treated as guarantees of future performance.

Acknowledgement

Organisation: _____

Authorised representative: _____

Signature: _____ Date: _____

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