

Date: [Date]

To: [Influencer Name/Agency Name]

From: [Company Name] Compliance Department

Subject: MANDATORY COMPLIANCE ADVISORY: Financial Services Endorsements

Dear [Influencer Name],

This letter serves as a formal advisory regarding the regulatory requirements for promoting financial products or services on behalf of [Company Name]. As a financial services provider, our marketing activities are strictly governed by [Regulatory Body, e.g., FTC, SEC, FCA].

To ensure legal compliance, all sponsored content must adhere to the following mandatory guidelines:

- **Clear Disclosure:** You must clearly and prominently disclose your material connection to us. Use phrases such as #Ad, #Sponsored, or "Paid partnership with [Company Name]" at the beginning of the post or video.
- **No Unsubstantiated Claims:** You may not make promises regarding specific financial returns, profits, or "guaranteed" outcomes.
- **Risk Warnings:** All content must include the following mandatory risk statement: "[Insert Specific Legal Disclaimer Here]."
- **Honest Experience:** Any testimonial or review must reflect your genuine opinion and actual experience with the service.
- **No Financial Advice:** You must state that your content is for informational or promotional purposes only and does not constitute professional financial advice.

Pre-Approval Requirement:

All draft content (captions, videos, and graphics) must be submitted to [Email Address] for compliance review and written approval prior to being published.

Failure to comply with these regulations may result in the immediate termination of our agreement and potential legal action by regulatory authorities. Please acknowledge receipt of this advisory by replying to this email.

Sincerely,

[Name]

[Title/Compliance Officer]

[Company Name]