

ASA Guidelines:

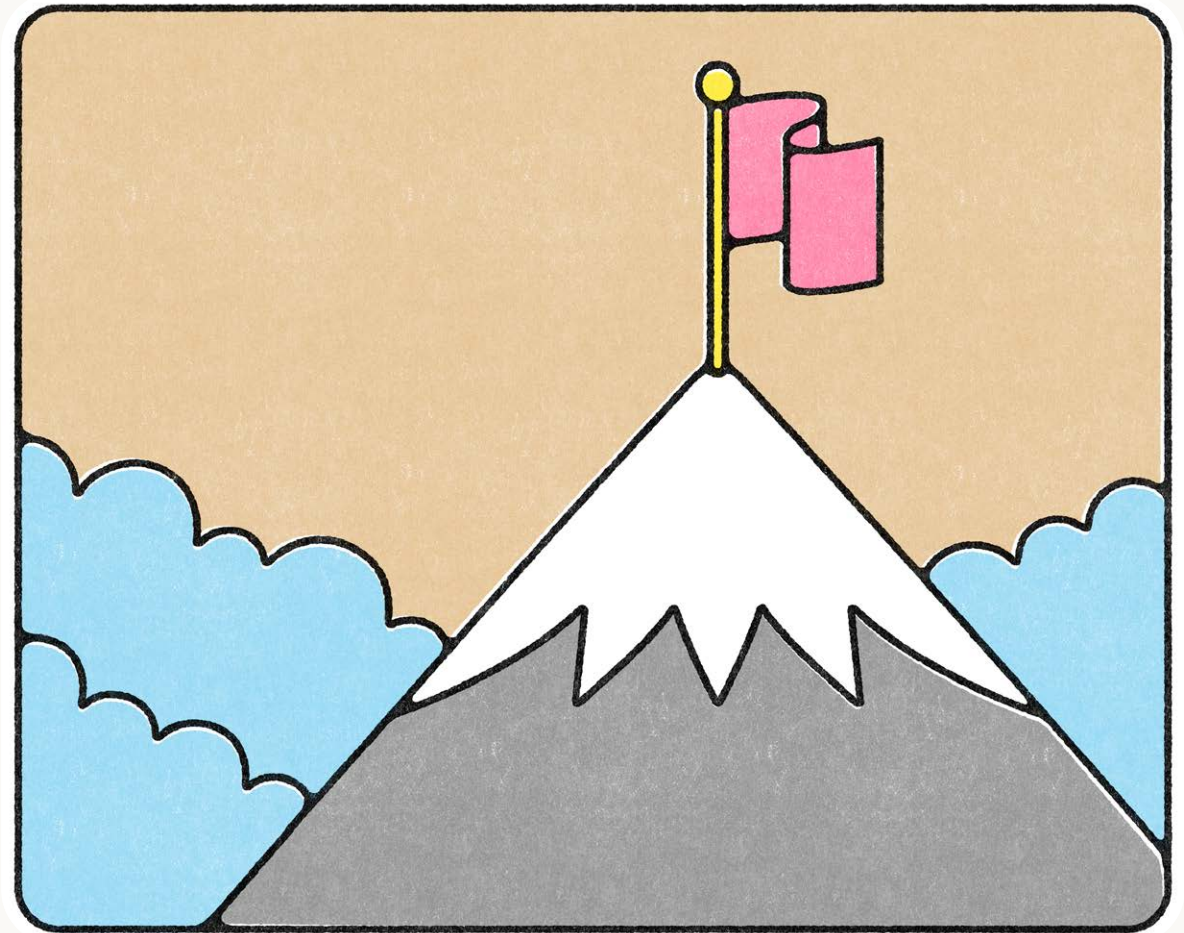
**How to promote
Checkmyfile online**

Loud and proud

We'd love you to spread the word about Checkmyfile. Through your referrals, we're able to help our customers **understand their credit health** and get them on the path to making their financial goals a reality.

There are some important things to note first, though. Keep in mind that online platforms have strict **rules for posting partnership content**. But don't worry – we've got you covered.

This simple guide contains the **dos and don'ts** for sharing details about Checkmyfile. You'll find visual examples and some pre-approved written messaging to drag and drop into your posts, so talking about us will be a breeze.



The lowdown

The **Advertising Standards Authority (ASA)** is hot on labelling ads, and there are rules for how you label them too. The following slides show exactly how you should be letting people know that you're a Checkmyfile partner.

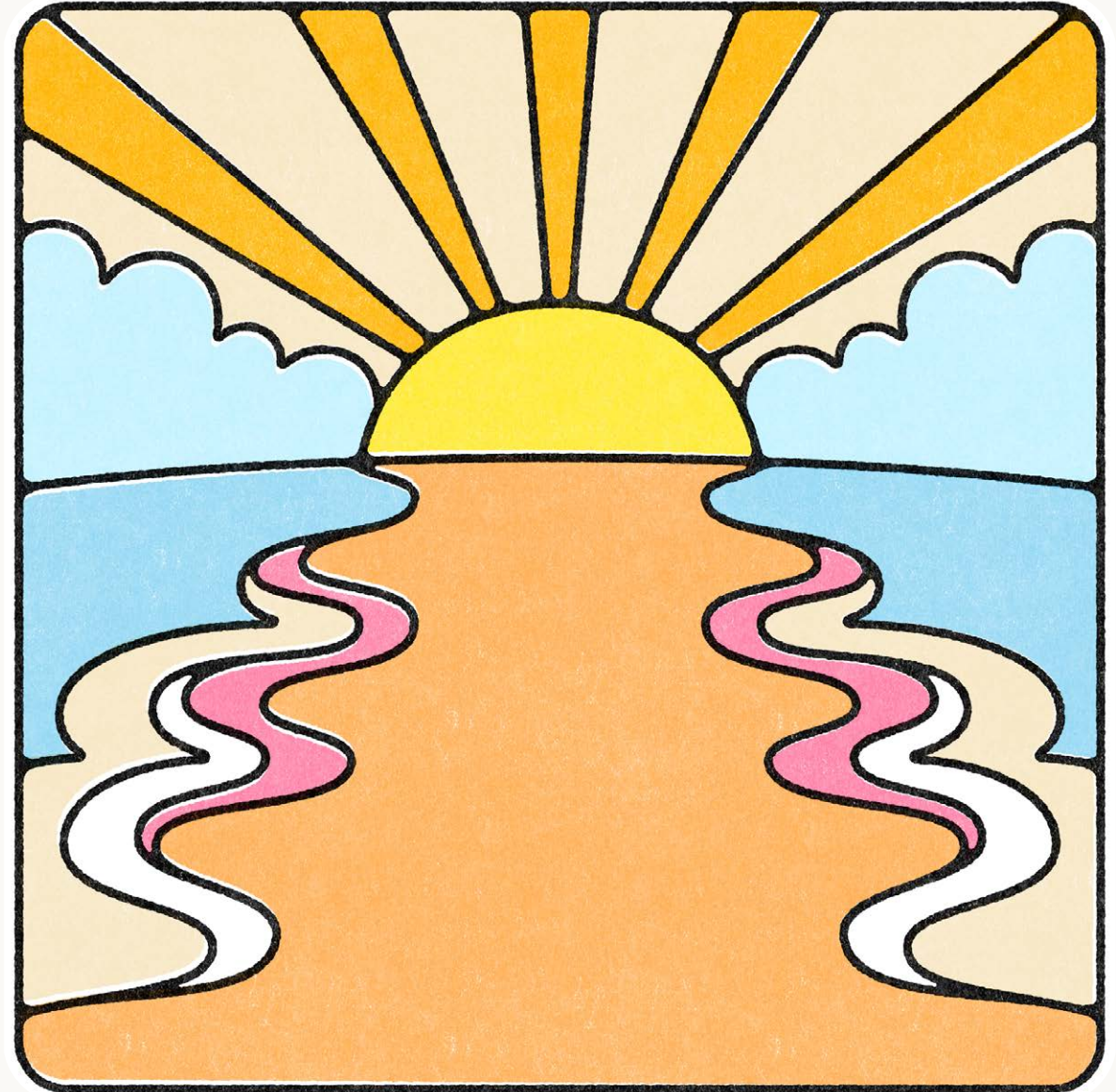
One more thing...

Don't forget that if you mention our offer of a free trial anywhere, you'll need to also state that it can be tried for free, then it's a paid monthly subscription, and can be cancelled online anytime. You'll see some examples of this throughout the doc.

We get that rules are boring and often confusing. So, get in touch if you have any questions – we're here to help.

Phone: 01872 309097

Email: partnerships@checkmyfile.com



Link in bio

All link-in-bio tools, like Linktree, need to clearly state that your link to us is an ad.

You can do this easily by putting 'AD' at the beginning of the button text.



Checkmyfile - Get your Credit Report



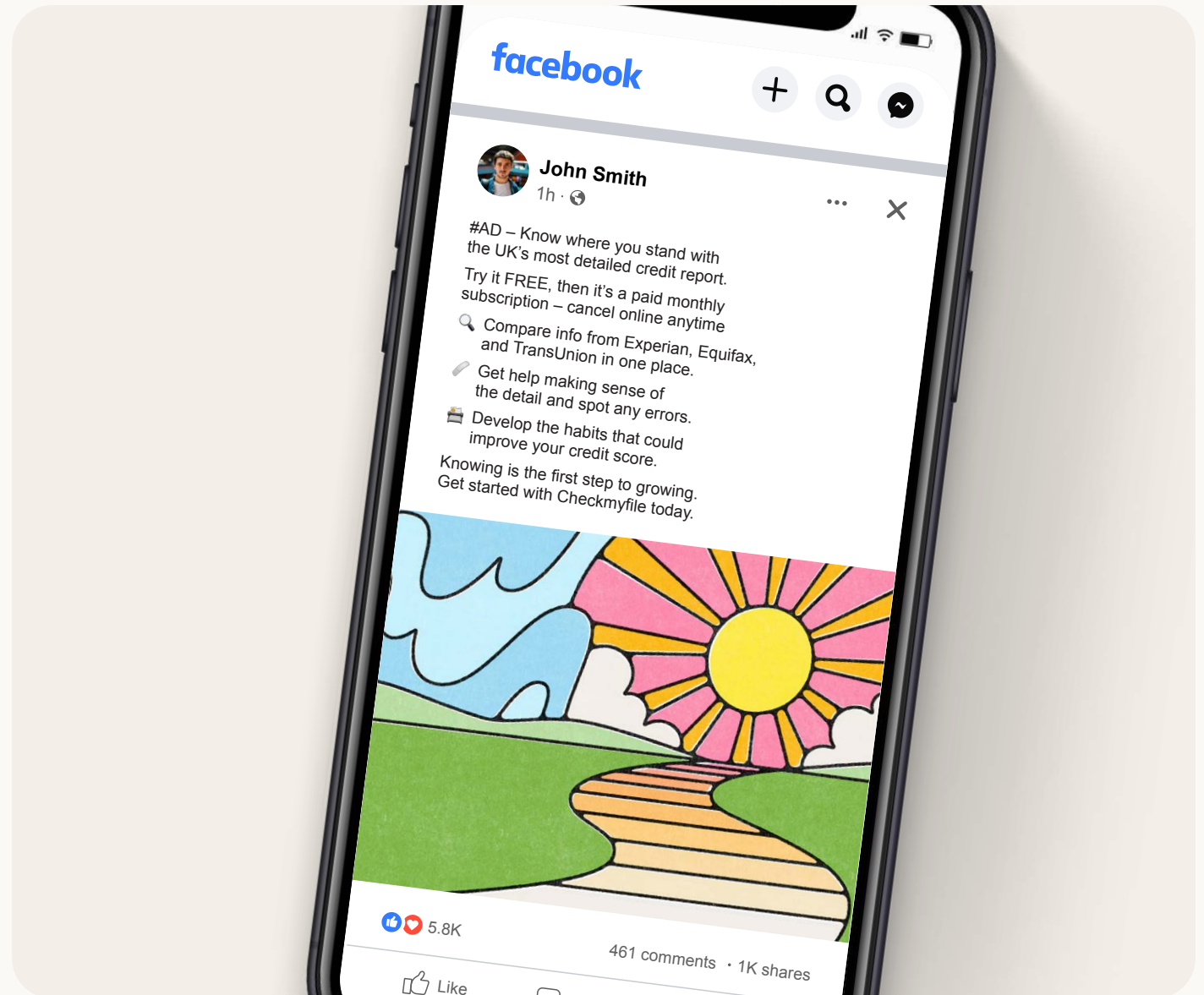
'AD' Checkmyfile - Get your credit report



Facebook

It's important to write '#AD' clearly at the beginning of your Facebook post.

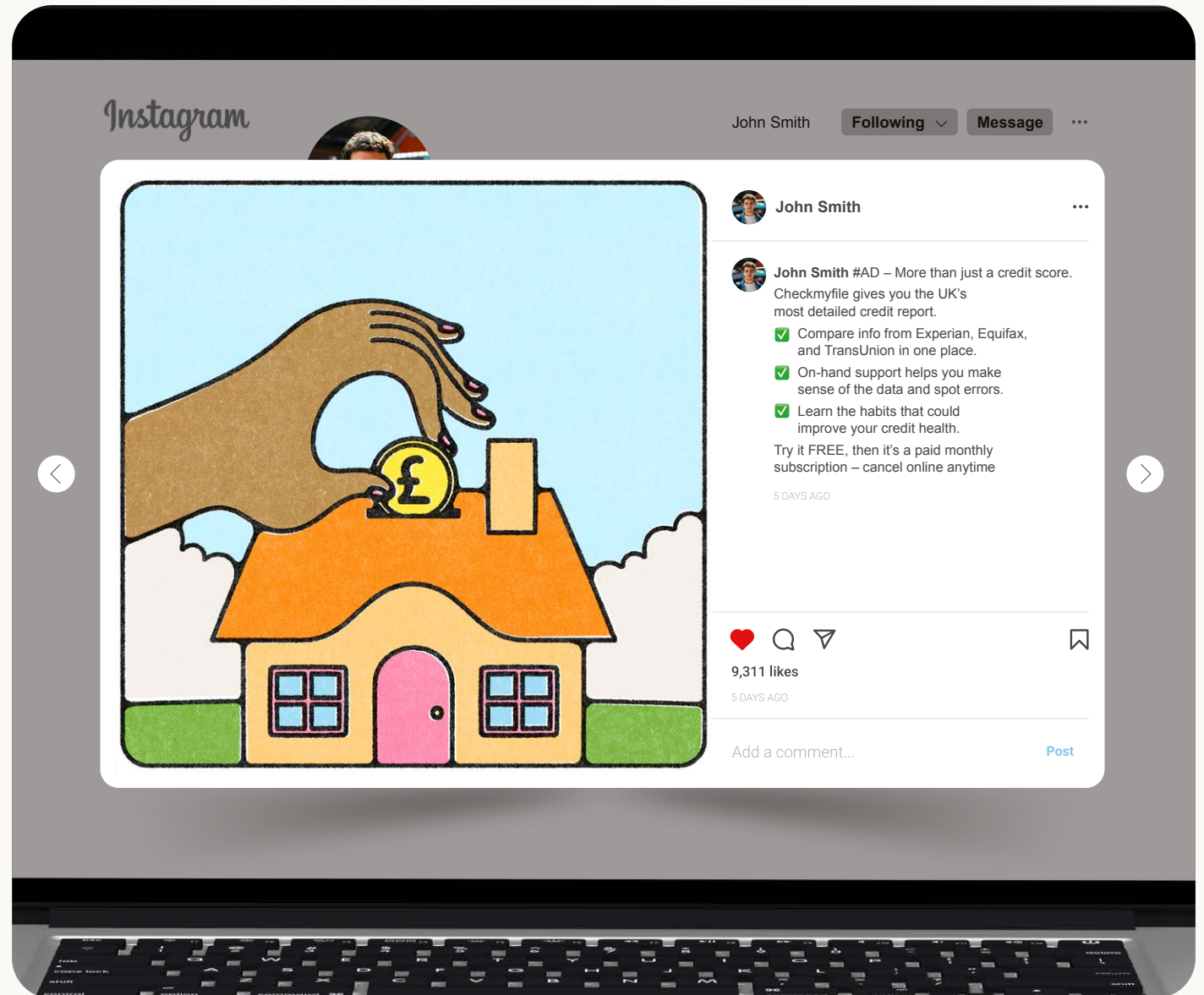
We know it's tempting to hide it beneath the 'See more' fold, but you'd end up in Meta's bad books.



Instagram

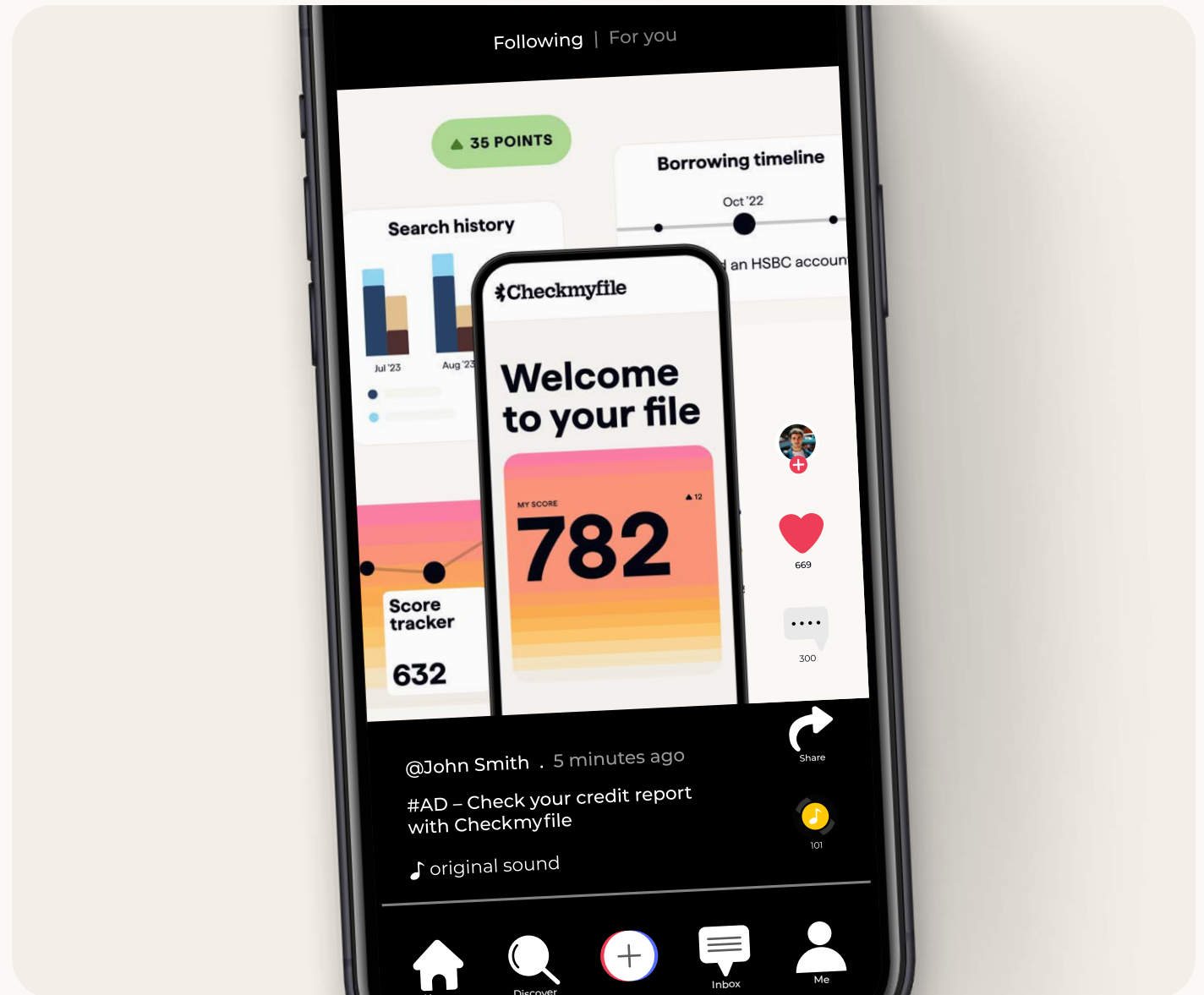
Insta's no different – please write '#AD' at the start of the caption.

And if you include us in a story, you'll need to put an '#AD' label on that too.



TikTok

Be sure to label your TikTok with
‘#AD’ at the start of the caption.



Slotting us into your content

If your content isn't focused on Checkmyfile, but you still want to insert your tracking link where it's relevant, just make sure you put '#AD' in front of the link.

For example:

In a YouTube video description:

Learn the ins and outs of negotiating the purchase of your first home. This video covers how to make sense of the fine details about your chosen property and what your first offer should be.

#AD Make sure your credit health's in shape ahead of your big move with Checkmyfile – the most detailed credit report out there. Try it FREE, then it's a paid monthly subscription – cancel online anytime: [LINK]

In an Instagram reel description:

Unsure about buying a car on finance? Here's everything you need to know.

#AD Get behind the wheel of your credit health with Checkmyfile – the most detailed credit report out there. Try it FREE, then it's a paid monthly subscription – cancel online anytime. Click the link in our bio to sign up.

Or if you want to go super simple, you can just include:

#AD [LINK]

Getting the message right

Looking for a quick way to shout about Checkmyfile? Here's some pre-approved messaging to slot into your posts.

Messaging option 1:

#AD – More than just a credit score.

Checkmyfile gives you the UK's most detailed credit report.

- ✓ Compare info from Experian, Equifax, and TransUnion in one place.
- ✓ On-hand support helps you make sense of the data and spot errors.
- ✓ Learn the habits that could improve your credit health.

Try it FREE, then it's a paid monthly subscription – cancel online anytime

Messaging option 2:

Try it free, then it's a paid monthly subscription – cancel online anytime

Messaging option 3:

#AD – Know where you stand with the UK's most detailed credit report.

Try it FREE, then it's a paid monthly subscription – cancel online anytime

-  Compare info from Experian, Equifax, and TransUnion in one place.
-  Get help making sense of the detail and spot any errors.
-  Develop the habits that could improve your credit score.

Knowing is the first step to growing. Get started with Checkmyfile today.

Messaging option 4:

#AD – Unlock the most detailed credit report out there with Checkmyfile.

Trusted by millions for nearly 25 years and rated 'Excellent' on Trustpilot.

Monitor your score, make sense of the data, and learn the habits to keep your credit health in check for a stronger financial future.

Try it FREE, then it's a paid monthly subscription – cancel online anytime



Set up for success

Need support? Get in touch – we're here to help.

Our partnerships team is available Monday – Friday, 8am – 4pm

Phone: 01872 309097

Email: partnerships@checkmyfile.com

We look forward to working with you.

<https://partners.checkmyfile.com>