



Market Index

Ethics, Standards and Corrections Policy

July 2022

Ethics, Standards and Corrections Policy	3
1. Introduction	3
2. Our duty to our readers	3
3. Conflicts of interest	3
4. Staff Trading Policy	3
5. Funding	3
6. Politics	4
7. External links and sources	4
8. Fact checking and data accuracy	4
9. Corrections and updates	4
10. Takedown requests	4
11. Interviewing sources	4
12. Attribution	5
13. Continual improvement	5

Ethics, Standards and Corrections Policy

1. Introduction

At Market Index, we hold ourselves to a high professional standard in everything we do. As such, we've developed this Ethics, Standards and Corrections Policy to ensure that we report news in a manner that is in the best interests of our readers. We consider this to be a living document that will evolve and improve based on reader and staff feedback.

2. Our duty to our readers

As the holder of an Australian Financial Services Licence (AFSL), we adhere to strict quality control guidelines. All articles must meet accuracy, readability, and transparency standards to help readers better understand the market.

We present a balanced view of the latest financial news, never trying to make readers unnecessarily fearful or emotional. It is our view that a lot of financial news tries to do this, and this often leads to investors making short-term, poor decisions. Instead, we look at financial developments from multiple angles, in an attempt to form the most accurate interpretation of current events.

Crucially, we never make buy or sell recommendations in our news. We only present factual information, and allow readers to make their own decisions.

3. Conflicts of interest

We may occasionally write Sponsored Articles for client companies. These articles are clearly marked as 'Sponsored' in a tagline underneath the article title. All information within them is factual and checked for accuracy and completeness by our in-house Editor.

As part of our duty to cover the most important financial news moving the markets, we may also cover major development on companies who are advertising clients. In these cases, the companies have zero editorial input or control on the relevant articles. We will also declare if a company is a client at the time of the article's publication.

4. Staff Trading Policy

Our AFSL requires adhering to our internal "Staff Trading Policy." This restricts all staff from buying, selling, or otherwise investing in shares belonging to companies that are current advertising clients of Market Index.

This policy also prevents staff from trading in a company within 7 days before or after a company is covered in our News section. Additional protocols for avoiding conflicts of interest are set out in this Staff Trading document.

5. Funding

Market Index is 100% privately owned. We do not have any outside investors to sway us or influence our direction. We do not accept payment from governments, groups of government officials, political groups, or lobbyists.

Likewise, our writers and editors cannot accept payment or gifts from any person, company or organisation that they cover.

6. Politics

Market Index has a strict policy of neutrality when it comes to politics. While individual staff members are free to express themselves politically outside of work, we forbid anyone from displaying or acting out any form of political partisanship while on the job, or while capable of being identified as an employee at Market Index.

Financial markets and politics are often interlinked. This means our writers may have to cover political topics. However, if this is necessary, we aim to approach all discussions with an unbiased and balanced view.

7. External links and sources

We may link to web pages or other sources that do not meet our standards for Market Index original content. If this external content is drastically outside our standards, we may mention this when linking to the source.

8. Fact checking and data accuracy

Since 2014, Market Index has been a trusted, accurate source of Australian stock market data, with over 500,000 monthly unique visitors using our data. We apply the same rigour to our News service.

Before each article is published, our in-house Editor will fact-check all data and information. Our Editor will also ensure that nothing important is omitted from the piece, and may provide more substantive changes when necessary to produce a high-quality article that benefits readers.

9. Corrections and updates

We make it easy for readers to email us when they notice an error within an article. We review and fact-check these requests, and will apply them to articles when valid.

In the case of small, minor corrections that do not change the meaning of a sentence (such as fixing typos), we will not post a note mentioning the change.

However, in the case of corrections that substantially alter the meaning of a piece (such as incorrect data), we will post a note at the bottom of an article to clearly describe the change.

10. Takedown requests

Because articles may remain accessible online for years after publication, we may receive requests to unpublish articles.

Take-down requests are a matter of editorial discretion. Generally speaking, we do not grant take-down requests: if there are claims of inaccuracy, we may publish a correction, or write follow-up coverage to explore the issue.

11. Interviewing sources

To give readers a nuanced, complete picture of the latest financial developments, we may occasionally seek interviews with economists, asset managers, and other financial professionals.

We should always be clear who we are when interviewing these sources. Likewise, we aim to provide maximum clarity when quoting sources, so that readers can fully understand the context around a quote.

When interviewing sources, we heavily prefer people to go on the record, rather than remaining anonymous. For the sake of clarity:

- On the record means that we can quote a source and name them.
- On background (or not for attribution) means we can quote statements while keeping the source confidential.
- Off the record means that we cannot use a source for publication or in further reporting.

Our policy is to not allow sources to view articles before publication, or to change what they said in an interview, unless when required for accuracy.

12. Attribution

All facts, figures, and quotations not internally produced must be credited to their source.

Basic facts (like share prices, the date a manager started at a company, etc.) do not require attribution.

13. Continual improvement

Market Index is committed to continually improving our offerings to provide investors with the best possible information they need to make good investment decisions. As such, we welcome feedback on this Ethics , Standards and Corrections Policy by our readers, and are willing to update and improve this policy over time.