

# **HL ACCEPTABLE USE POLICY**

# 1. INTRODUCTION

Hargreaves Lansdown (“HL”, “we”, “us”) is a trading name of Hargreaves Lansdown Asset Management Limited, a company registered in England and Wales with company number 01896481 and authorised and regulated by the Financial Conduct Authority. Information about us can be found on the Financial Services Register (register number 115248). Registered Office is at: 1 College Square South, Anchor Road, Bristol, BS1 5HL.

This Acceptable Use Policy sets out what we deem to be “acceptable use” of the platform we provide to clients. For the purposes of this Acceptable Use Policy, any references to a “client” shall mean any persons holding an individual, joint, company, or any other accounts that HL may offer on the HL platform from time to time.

## 2. DEFINITION OF ACCEPTABLE USE

- 2.1 For HL to stay true to its values and provide the best possible service to all clients, we will manage your use of, and/or access to, the HL platform as we reasonably see fit, to preserve the integrity and quality of our service.
- 2.2 Clients are expected to engage with the HL platform in a manner that is responsible, lawful and aligned with HL’s values. Acceptable use of the HL platform may include, but is not limited to, the following:
  - 2.2.1 Buying and selling exchange traded instruments;
  - 2.2.2 Day trading within an individual’s account (excluding Junior ISAs); and
  - 2.2.3 Management of an individual’s own investments.
- 2.3 To encourage responsible attitudes towards the use of the HL platform and ensure that all clients are using our service in a manner consistent with this Acceptable Use Policy, we regularly monitor all clients’ trading behaviour.

## 3. PROHIBITED USE OF THE PLATFORM

- 3.1 HL may apply limits to a client’s use of the HL platform, suspend from trading, or close a client’s account, for various reasons. These may include, but are not limited to, the following:
  - 3.1.1 If a client’s use of the HL platform is not considered by us to be appropriate, reasonable or fair;
  - 3.1.2 If a client’s use of the HL platform affects (or may affect) other clients’ use of our service;
  - 3.1.3 If a client’s use of the HL platform is significantly different from the usage that we would typically expect from a client;
  - 3.1.4 Where we have a suspicion of financial crime or market abuse;
  - 3.1.5 To comply with any regulatory obligations, including where you have not provided information that is legally required by HL in a timely manner;
  - 3.1.6 Where we have reasonable grounds to believe that allowing a client to continue trading will be detrimental to us, you as a client, other clients of ours, and/or financial markets;
  - 3.1.7 Where we have a suspicion that a client has integrated malicious code into the HL platform; and
  - 3.1.8 Where a client is suspected of using AI or transactional / commerce bots (or any other similar technology) to place trades via the HL platform.

## 4. RESPONSE TO PROHIBITED USE

- 4.1 Where we apply limits, suspend, or close a client’s account as a result of a client undertaking any prohibited activities we will, where legally possible, provide you with prior notice of such limits, suspension, or closure.
- 4.2 We will contact you by post, email, or via our secure message centre. If you have chosen our paperless service, our primary form of communication with you will be via the secure message centre. Letters will be sent by standard post unless you have requested registered post (in which case you have agreed to pay for postage).