



**ETF**  
STREAM

# Editorial Policy

As a leading ETF media brand, ETF Stream has a responsibility to deliver the highest standards of practice in journalism.

Our team of journalists will deliver impartial and accurate news along with original and thought-provoking analysis in order to help readers understand and engage with the ETF ecosystem.

It is the responsibility of the editorial team to ensure these standards are met and any issues should be highlighted with them accordingly.

This means a complainant's first point of contact should be the author. If the situation cannot be resolved, then the editor will be notified and address the complaint themselves.

## **Factual inaccuracies**

Delivering accurate stories is of the upmost importance to our editorial team. As a result, factual inaccuracies should always be brought to the attention of the editorial team.

It is the responsibility of the team to check any issues brought to their attention and, if required, make the changes accordingly.

## **Data**

At ETF Stream, we use a variety of data providers including Ultimus, Bloomberg and Morningstar, to name a few. Due to issues around collecting data, discrepancies can arise between the different providers.

As a result, issues with data points used in ETF Stream articles should be highlighted with the data providers first.

## **Policy**

The editorial policy has been written in order to ensure ETF Stream's audience has a clear understanding of the standards the editorial team adheres to.

Our team of journalists have a responsibility to deliver on the points set out in this editorial policy.

**Any questions? Contact Tom Eckett, Editor at ETF Stream ([tom.eckett@etfstream.com](mailto:tom.eckett@etfstream.com))**