

Client Alert

Current Issues Relevant to Our Clients

October 15, 2015

SEC Approves FINRA Proposal to Require Hyperlinks to BrokerCheck on Broker-Dealer Websites

The Securities and Exchange Commission (the “SEC”) recently approved a proposed rule change by the Financial Industry Regulatory Authority, Inc. (“FINRA”) that would amend FINRA Rule 2210 (Communications with the Public) to require each of a member’s websites to include a readily apparent reference and hyperlink to BrokerCheck on (i) the initial webpage that the member intends to be viewed by retail investors and (ii) any other webpage that includes a professional profile of one or more registered persons who conducts business with retail investors. The proposal would not apply to a member that does not provide products or services to retail investors, or a directory or list of registered persons limited to names and contact information. FINRA has stated it will consider the need for systems and operational changes when establishing an effective date for the rule change. The order approving the proposed rule change is available [here](#).

For More Information

To discuss any topic covered in this Client Alert, please contact a member of the Investment Management Group or visit us online at chapman.com.

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