

Annual Statement for IPSO, 2024

1.1 The publisher is responsible for one publication: Pound Sterling Live.

1.2 The responsible person is Gary Howes, Editor. [REDACTED]
[REDACTED]

1.3 Pound Sterling Live is a foreign exchange news and data provider. It is exclusively published online at www.poundsterlinglive.com. The editorial team consists of one person who acts as writer and editor, while additional content is often supplied by third-party organisations on an ad hoc basis. The current audience reach is approximately 750K unique visitors per month.

Our editorial standards

The editorial policy remains unchanged and maintains a strict preference for neutral hard news style financial and economic content. It is publically viewable online, [here](#). Content must avoid bias towards a preference for a currency to move in a particular direction, which is especially important for our 'beat'.

We maintain a neutral stance on political issues and organisations.

Language must be as close to neutral as possible to avoid the risk of the publication being seen to prefer any market or political outcome.

Complaints Handling

We have not had any formal complaints made against us since we joined IPSO.

Feedback via our contact channels from readers was minimal in 2024.

Regarding the IPSO-related complaints procedure, we advertise our membership in IPSO and make available all IPSO-related remedies available to our audience. In fact, our membership of IPSO is something we make as clear as possible as we believe it acts as a badge of quality.

The IPSO display is prominent at the footer of our website and under our About and Contact sections.

Editorial Process

Our editorial process relies heavily on external providers of research; therefore, we are clear in identifying these sources.

All statements and assertions made in articles must contain external links.

External links can only be made to reputable organisations and news providers.

If I am not happy with a source, I take it upon myself to investigate the source, i.e. job role, qualifications, reputation, etc.

All articles are provided to me, the editor, for oversight prior to publication.

All third-party content is commissioned once a synopsis has arrived and our editorial guidelines are supplied.

Most third-party content will require a number of edits before approval.

Guidance and information

As mentioned, we display the IPSO link and relevant details prominently on the website.

All relevant updates are passed on, when available, as per requirement from IPSO.

Transparency

We derive the majority of our income from affiliate advertising. We make clear that these partners are identified as commercial partners. These details are publicly viewable [here](#).

We have no additional shareholders or other parties with a direct or indirect interest in the company.

Our record on compliance

We have no record of a complaint being made against us.

Our training process

We have not made any new hires during our time as IPSO members. We intend to consult IPSO when we do proceed with new hires.