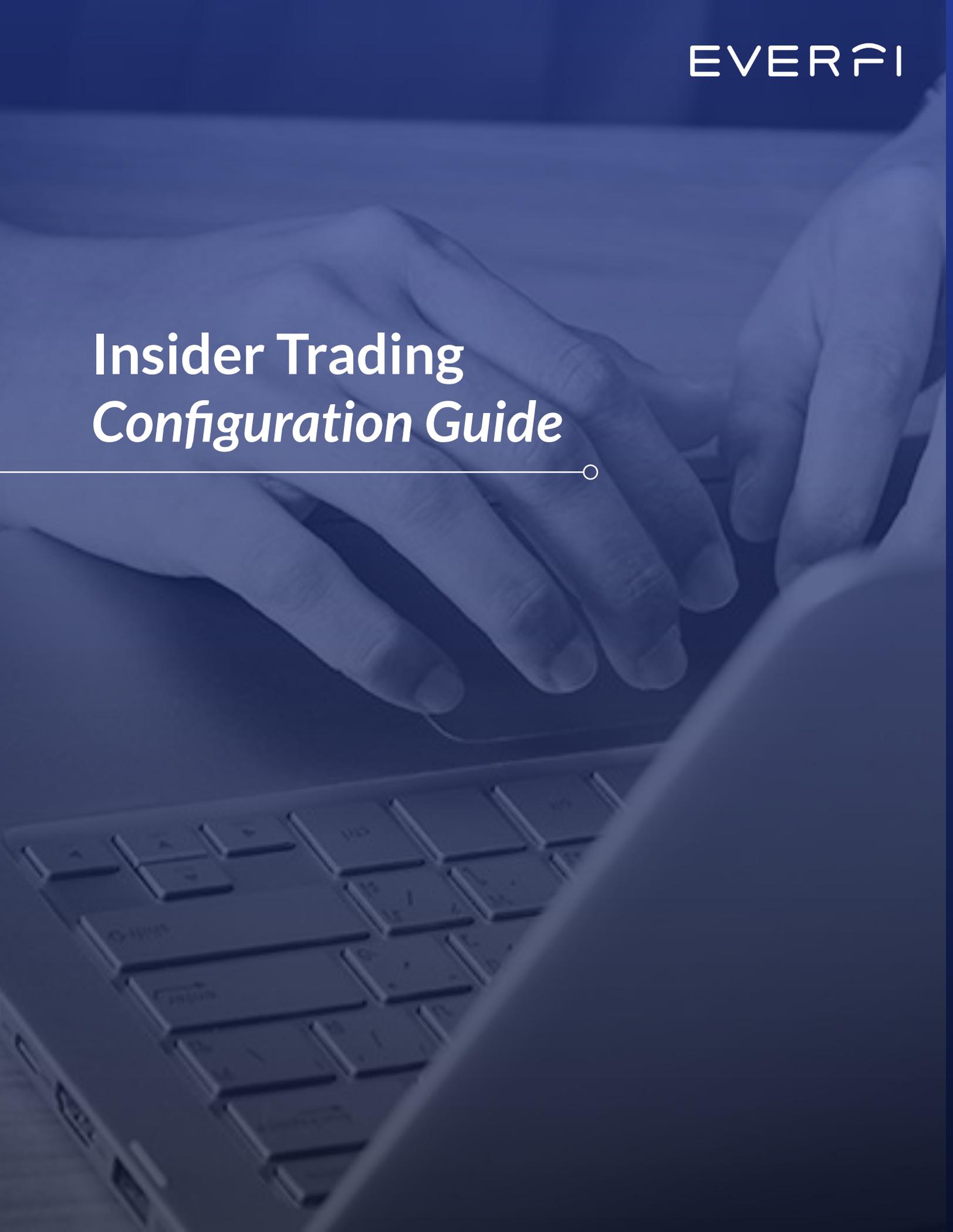# EVERFI

Insider Trading
Configuration Guide

Insider Trading Configuration Guide

Welcome to the Course Configuration Guide. The purpose of this resource is to provide useful information for administrators to understand what all the options are to customize their EVERFI courses. Whether every single configuration option is used or just the essential, it is important that learners are receiving the most up-to-date and relevant information they need.

Each EVERFI course has standard configuration options, such as custom policies and resources, while newer, updated courses have additional fully-configurable pages throughout the experience. These options allow you to tailor the learning experience to your unique organization. Not only will this impact the aesthetic, but it will also help the content resonate more with participants and build trust knowing their organization put thought and intention into the training.

The configurations are classified into two categories: **Basic** and **Advanced**. The basic configurations are those we recommend as essential for an effective learning experience. The advanced configurations include everything from a welcome letter to additional resources and custom content pages throughout. These can be found in the *Course Map & Configurations* section of the guide.

We recommend reading through the full guide to understand the course learning objectives which can help you plan what content to use. Collaborating with other departments and stakeholders is a great way to leverage existing resources and create buy-in at the community level.

What you can find in this guide:

1.   Course Overview
2.   Course Map & Configurations
3.   Configurations Layouts

Course Overview

Course Overview

Insider Trading offers an overview of US insider trading laws and provides practical information to help employees comply in an ever-evolving legal landscape. Modules break down the complex concept of insider trading into easily understood elements. The course also discusses particular types of insider trading, exceptions to the legal prohibition on insider trading, and penalties for insider trading.

Audience:
All Employees

Course Length:
15 minutes

Language(s):
English

Learning Outcomes

In this course, employees will learn how to:

- Define insider trading, non-public information, and material information

- Recognize examples of insider trading

- Recognize the costs and consequences of insider trading

- Define tipping and misappropriation of information

- Understand how to avoid inadvertently participating in tipping

- Recognize exceptions to the legal prohibitions

Course Map & Configurations

Overview

Introduction

The module introduces the topic of insider trading and breaks down the various topics the learner will explore throughout the course. It also emphasizes the context of the course as it covers insider trading under U.S. federal law.

Define Insider Trading

This module explores the differences between material and non-public information. The learner will explore how to identify each type of information, and how to discern when non-public information becomes public.

Avoid Insider Training

This module builds on the skills learned previously by applying it to explore how to differentiate between types of insider trading to determine when it is illegal and when it is not illegal. It explores misappropriation of information, tipping about inside information, and the most common exceptions to the prohibition on insider trading.

Conclusion

This module concludes the course and provides the opportunity for multiple configurable pages where the learner can review any materials specified by their organization. This is where you include your policies.

Basic Configurations Checklist

This checklist is EVERFI's recommendations of the essential configurations you should add to ensure your learners receive the appropriate information they need and to have a positive, engaging experience. This is recommended for administrators who are focused on a quick launch timeline.

❏   Custom Welcome Letter | *see detailed configuration*

❏   Insider Trading Policy | *see detailed configuration*

❏   Anti-Retaliation Policy | *see detailed configuration*

❏   Custom Closing Letter | *see detailed configuration*

Detailed Course Map & Configurations

EVERFI

Module 1: Introduction

Learning Objectives: *Start the course with an understanding of what to expect topically*

1. Insider Trading

2. **Welcome Letter*** | *Standard Custom Page*
   - Welcome Letter Header
   - Welcome Letter Text
   - Welcome Letter Image

3. **Welcome Video*** | *Custom Video Page*
   - Welcome Video Page Header
   - Welcome Video Page Text
   - Welcome Video Page Video

4. Please Note

Module 2: Define Insider Trading

Learning Objectives: *Define Insider trading* | *Define non-public information* | *Define material information* | *Recognize examples of material information* | *Identify examples of insider training* | *Recognize the costs and consequences of insider trading*

1. Let's Learn About Insider Trading

2. Insider Trading and the Law

3. Examples of Material Information

4. Test Your Knowledge

5. Non-Public Information

6. What's Non-Public Information

Detailed Course Map & Configurations Continued

Module 2: Define Insider Trading continued

7. Effective Ways to Make Announcements

8. When Does Non-Public Information Become Public?

9. Test Your Knowledge

10. Costs and Consequences

11. **Custom Page 1*** | *Standard Custom Page*

   - Configurable Page #1 Header
   - Configurable Page #1 Text
   - Configurable Page #1 Image

12. **Custom Page 2*** | *Standard Custom Page*

   - Configurable Page #2 Header
   - Configurable Page #2 Text
   - Configurable Page #2 Image

13. Summary

Module 3: Avoid Insider Trading

Learning Objectives: *Define misappropriation of information* | *Define tipping as it relates to insider trading* | *Understand how to avoid inadvertently participating in tipping as a form of insider trading* | *Recognize exceptions to the legal prohibitions on insider trading*

1. Learn to Avoid Insider Trading

2. Misappropriation

3. Test Your Knowledge

4. Tipping

5. Test Your Knowledge

6. Test Your Knowledge

Detailed Course Map & Configurations Continued

Module 3: Avoid Insider Trading continued

7.   Common Exceptions to Insider Trading

8.   **Custom Page 1*** | *Standard Custom Page*

- Configurable Page #1 Header
- Configurable Page #1 Text
- Configurable Page #1 Image

9.   Summary

Module 4: Conclusion

Learning Objectives: *Conclude the course*

1.   Conclusion

2.   **Insider Trading Policy*** | *Policy Page*

- Insider Trading Policy Configurable Page Header
- Insider Trading Policy Configurable Page Text
- Policy: Insider Trading Policy Configurable Page Policy

3.   **Anti-Retaliation Policy*** | *Policy Page*

- Anti-Retaliation Policy Configurable Page Header
- Anti-Retaliation Policy Configurable Page Text
- Configurable Policy Page #2 Policy

> **Suggested Content:**
> Anti-Retaliation Policy: policy prohibiting retaliation for reporting suspected violations of the company's policies, including its insider trading policy.

4.   **Policy Page 3*** | *Policy Page*

- Configurable Policy Page #3 Header
- Configurable Policy Page #3 Text
- Configurable Policy Page #3 Policy

5.   **Resource Page 1*** | *Resource Page*

- Configurable Resource Page #1 Header
- Configurable Resource Page #1 Text
- Resource: Configurable Resource Page #1 Resource

# *Detailed Course Map & Configurations Continued*

Module 4: Conclusion continued

6. **Resource Page 2*** | *Resource Page*

   - Configurable Resource Page #2 Header
   - Configurable Resource Page #2 Text
   - Resource: Configurable Resource Page #2 Resource

7. **Resource Page 3*** | *Resource Page*

   - Configurable Resource Page #3 Header
   - Configurable Resource Page #3 Text
   - Resource: Configurable Resource Page #3 Resource

8. **Closing Letter*** | *Standard Custom Page*

   - Closing Letter Page Header
   - Closing Letter Page Text
   - Closing Letter Page Image

9. **Closing Video*** | *Custom Video Page*

   - Closing Video Page Header
   - Closing Video Page Text
   - Closing Video Page Video
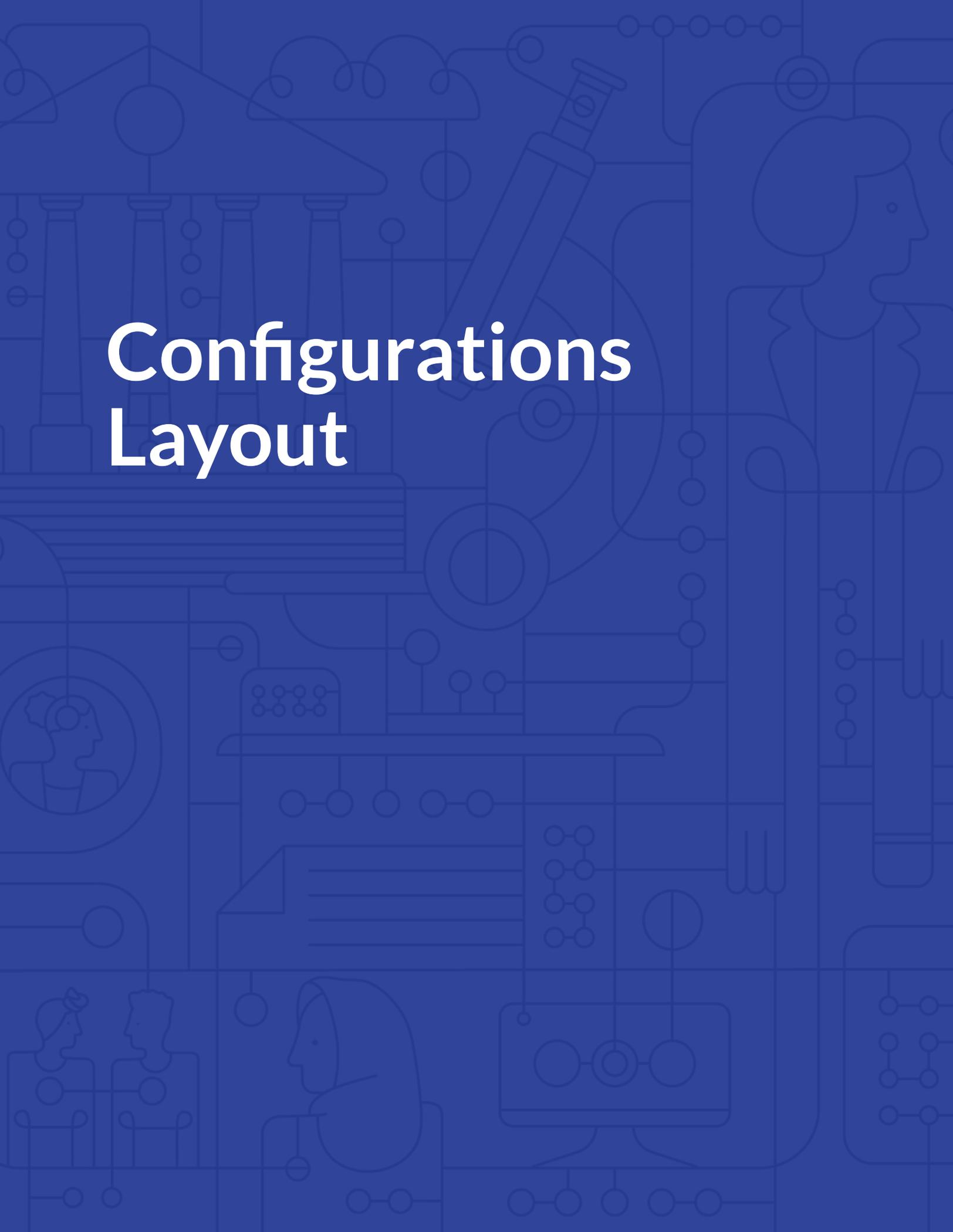
Configurations Layout

Configurations Layout:

Standard Page

Important to note: All elements per page (Title, Body Text, and Image) must be included in order for the page to populate in the course. If an element is not included, then the entire page will be removed.

1 **Title**

The title appears in the top center of the configurable page just below the navigation bar.

We recommend having no more than 6 words that summarize the content below.

Sample Custom Page Title

2 **Body Text**

This open text field is positioned under the image centered on the page.

This area supports text and you can even include URLs you want learners to visit.

3

Image

The image appears centered on the page below the title.

Using your organization's imagery here goes a long way. Forgo the stock photos if you can and upload familiar faces and places your learners will recognize.

gettyimages
pixelfit

857140062

This page can be used to provide custom information to employees of your organization.

← Back

Next →

Configurations Layout:

Custom Video Page

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Important to note: All elements per page (Title, Body Text, and Video) must be included in order for the page to populate in the course. If an element is not included, then the entire page will be removed.

1 Title

The title appears in the top center of the configurable page just below the navigation bar.

We recommend having no more than 6 words that summarize the content below.

Sample Custom Page Title

This page can be used to provide custom information to employees of your organization.

2 Body Text

This open text field is positioned under the title centered on the page.

This area supports text and you can even include URLs you want learners to visit.

Video 3

The video appears centered on the page below the body text.

This needs to be hosted on YouTube and be sure to enable Closed Captioning and adjust privacy settings as needed.

We recommend keeping this video short, no longer than a few minutes.

Testing Placeholder Video

Watch later   Share

← Back   Next →
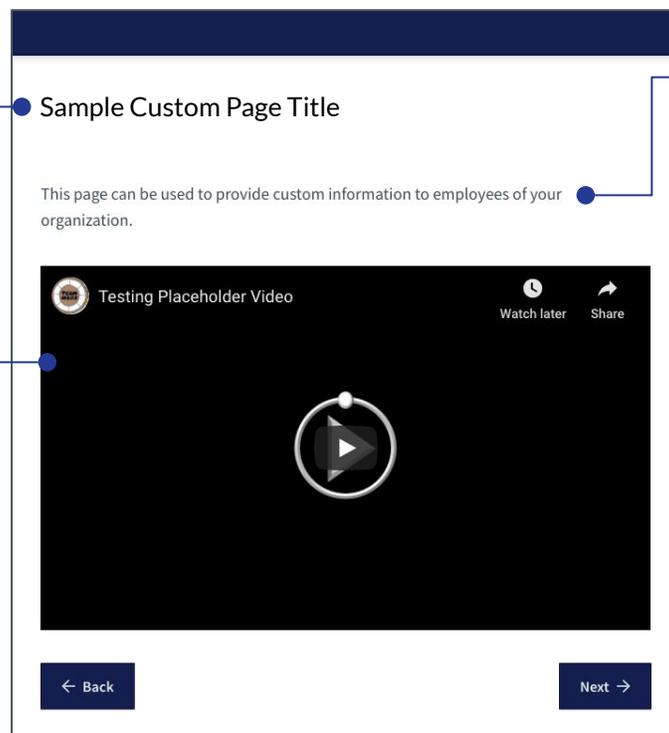
Configurations Layout:
Custom Policy Page

Important to note: All elements per page (Page Header, Body Text, Policy Name, Policy) must be included in order for the page to populate in the course. If an element is not included, then the entire page will be removed.

For detailed instructions on how to upload a policy, [click here](#).

1 **Policy Page Header**

The page title appears in the top center of the configurable page just below the navigation bar. **This element is required for the page to appear for learners.**

We recommend having no more than 6 words that summarize the content below.

2 **Policy**

This is where the policy appears in the course after you upload it in the admin dashboard in Foundry. Learners will be able to e-sign here. For the policy in this course, it will appear on the content page within the course.

Some courses have the option to include multiple documents or web pages which will be indicated in the following pages. We strongly recommend using a URL for easy maintenance.

Custom: Insert Your Title

This page can be used to provide custom information to employees of your organization.

Example Policy

Review before e-signing

View Policy

☐ I hereby acknowledge that I have reviewed and understand this policy

← Back

Next →

Policy Name **3**

Add the name of the specific policy in this field related to the file. This is different from the Page Title.

4 **Body Text**

This open text field is positioned under the title centered on the page.

We recommend setting expectations about the policies on this page and instructions on where learners can go for more information.

Configurations Layout:
Resource Page

Important to note: All elements per page (Page Header, Body Text, Resource Name, Resource) must be included in order for the page to populate in the course. If an element is not included, then the entire page will be removed.

For detailed instructions on how to upload a resource, **click here**.

1 **Resource Title**

Add the name of the specific resource in this field. This appears in the content page and in the course navigation menu.

To configure this element go to the Resources sections of the Admin Dashboard or through the Configurations menu.

2 **Resource**

This is where the resource appears in the course after you upload it in the admin dashboard in Foundry. For the resource, they will appear in the navigation window.

Some courses have the option to include multiple documents or web pages which will be indicated in the following pages. We strongly recommend using a URL for easy maintenance.

Custom: Insert Your Title

This page can be used to provide custom information to employees of your organization.

Resource Title

View Resource

← Back

Next →

Resource Name **3**

Add the name of the specific resource in this field related to the file. This is different from the Page Title.

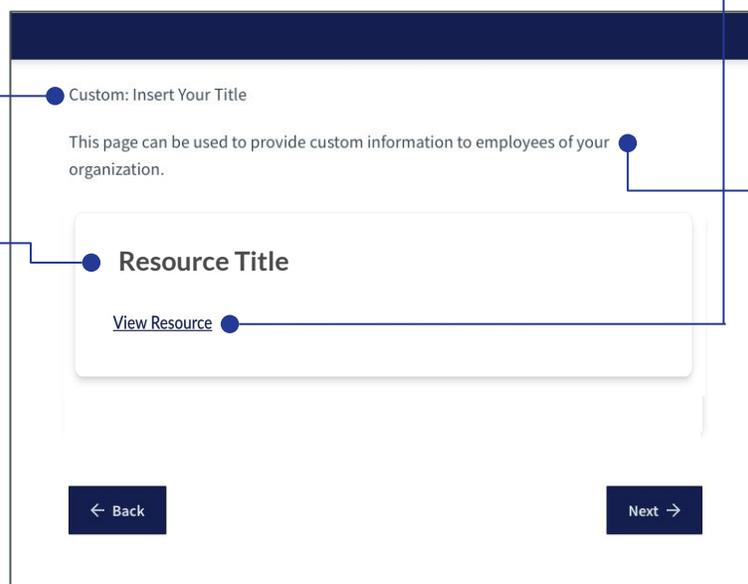**4** **Body Text**

This open text field is positioned under the title centered on the page.

We recommend setting expectations about the resource on this page and instructions on where learners can go for more information.

EVERFI, Inc. is the leading education technology company that has revolutionized prevention and compliance training online through its industry-leading courseware and technology. EVERFI educates employees on important skills relating to harassment, diversity and inclusion, culture, ethics, code of conduct and data security. Courses are built by a team of attorneys, prevention experts, and instructional designers who ensure that EVERFI's prevention and compliance courses are aligned with applicable law and research-based best practices. Our industry leading instructional design and subject matter expertise demonstrates our commitment to the core issues behind critical topics that are at the center of healthy workplace culture.

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Learn more about EVERFI Conduct & Culture at www.everfi.com/wcn