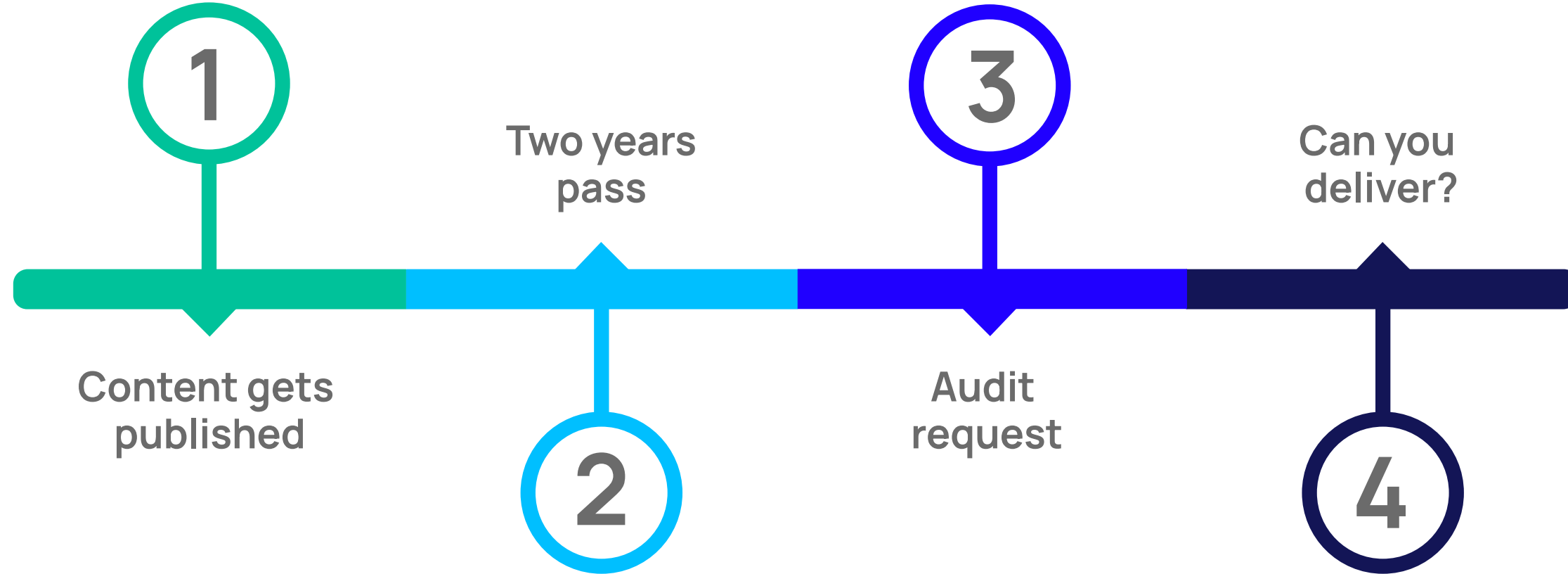


Can You Prove What Was on Your Website?

Why financial services firms capture and archive their website content

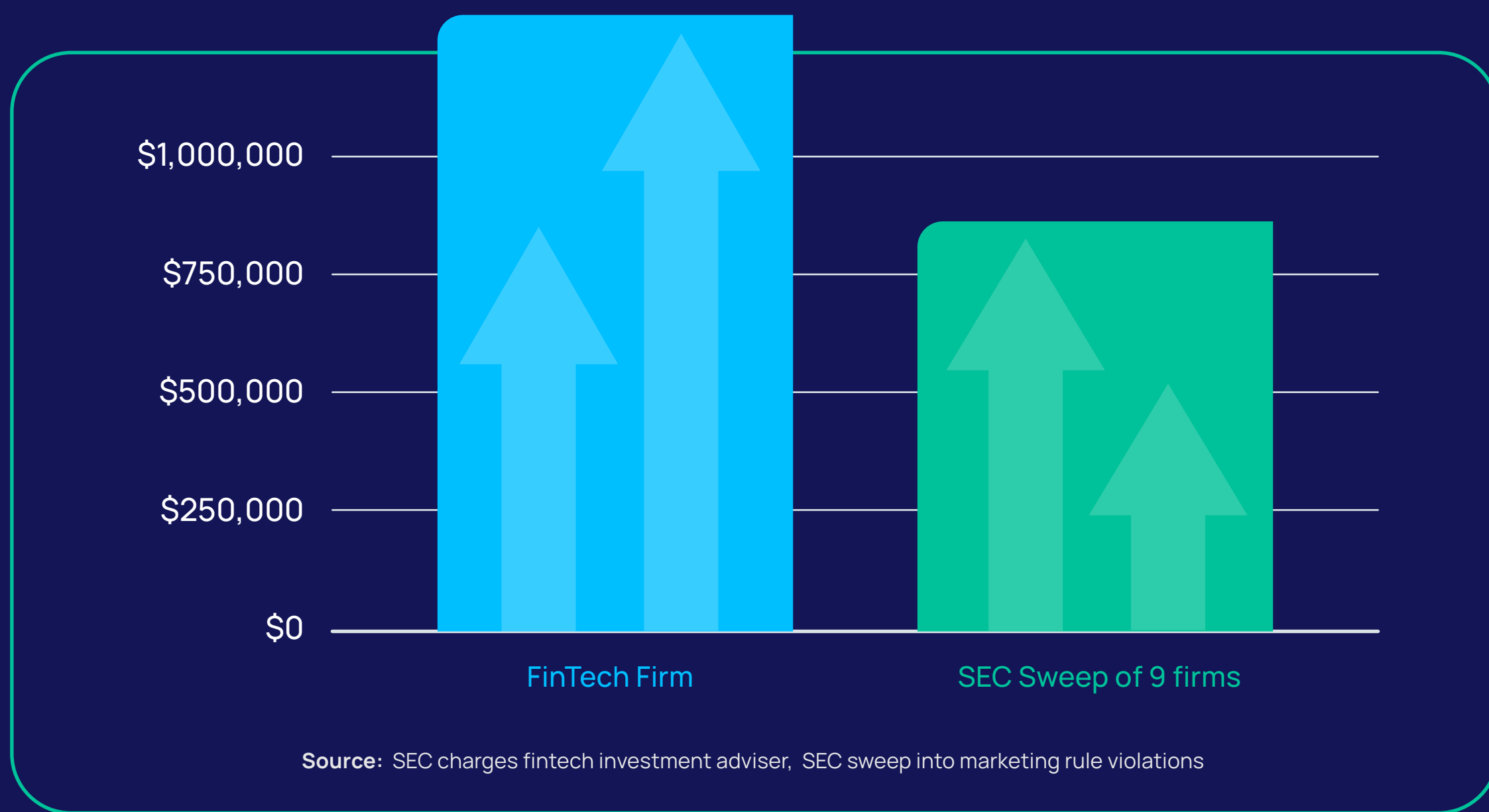
The regulatory reality of archiving websites



The SEC Marketing Rule (Rule 206(4)-1) requires firms to retain all advertising communications for a minimum of five years, which includes websites and all webpages.

The SEC raises the bar for proof as fines soar

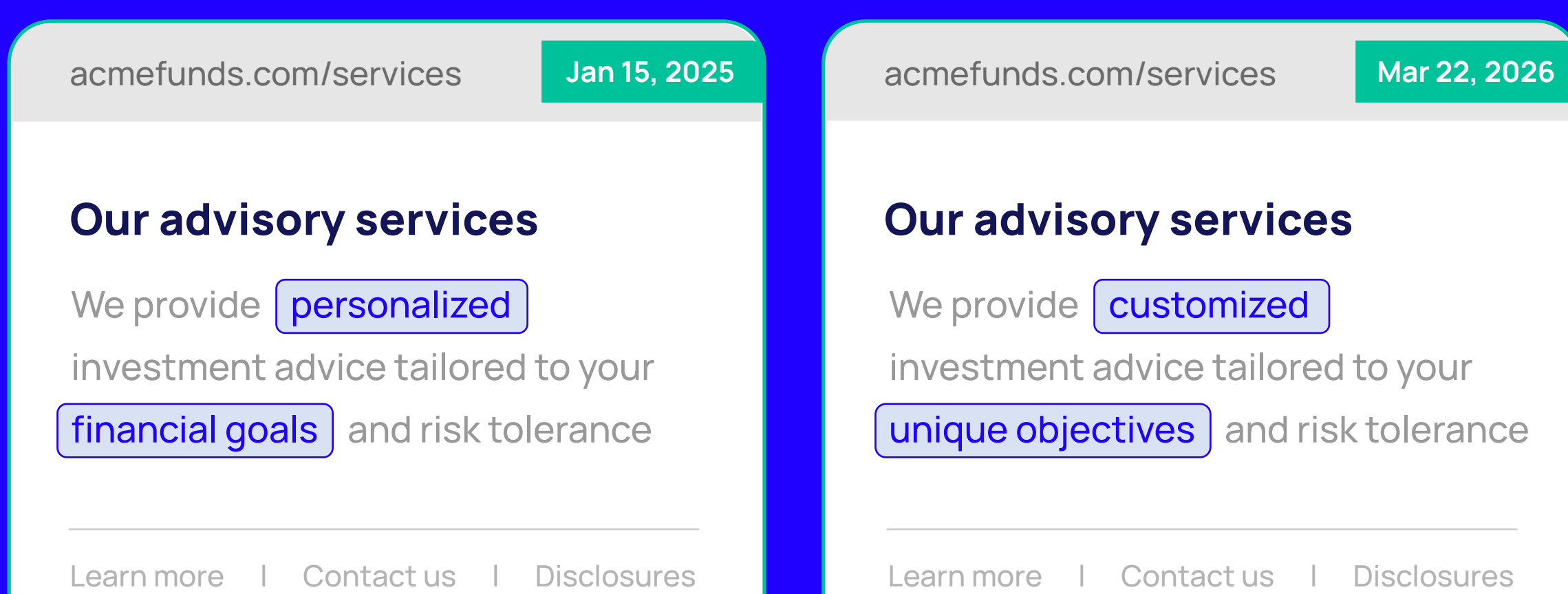
Marketing Rule penalties related to website supervision



Since the Marketing Rule took effect, firms have been fined when they can't prove what appeared on their website at a specific moment in time. Without clear records, audits can force compliance teams to scramble for evidence instead of focusing on their core work.

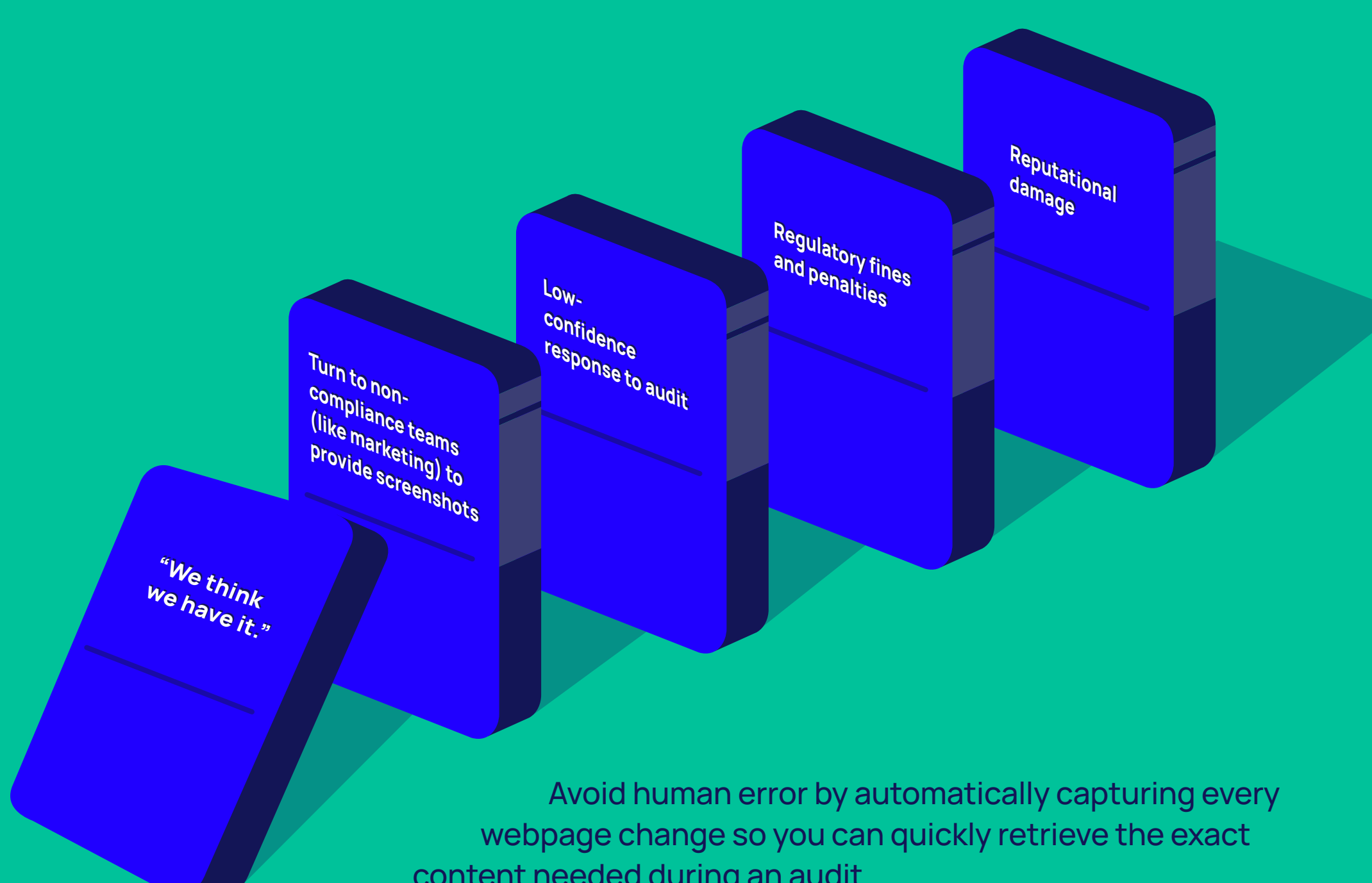
Always have proof of your website history

Spot the difference



Being able to reproduce marketing content exactly as it appeared — including website pages — puts firms in a stronger position during SEC examinations.

Confidence beats “we think we have it”



What audit-ready looks like



Reproduce website history instantly

Point-in-time capture preserves exact historical versions automatically so you can quickly retrieve what appeared on your website at any moment.



Protect sensitive data

Enterprise-grade security, including SOC 2 Type 2 Certification, single sign-on, and multi-factor authentication, keeps archived records secure.



See all communications in one place

A unified compliance archive lets you search website content alongside email, text, and collaboration messages under one set of policies with a single vendor.

The SEC Marketing Rule (Rule 206(4)-1) requires firms to retain all advertising communications for a minimum of five years, which includes websites and all webpages.

Be ready for audits with Smarsh Web Archive.

Automatically preserve your website history so you can quickly provide records — even if regulators request content from months or years ago. Integrate website archiving into your broader compliance strategy.

Connect with a Smarsh expert to strengthen your compliance posture.