



Ally Invest: API Questionnaire

4 messages

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Cc: API TradeKing <api@invest.ally.com>

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Dear Andrew,

Thank you for your questionnaire! Unfortunately, based on your questionnaire, we are not able to allow you API access. This is due to your use of data in a non-displayed fashion:

Non-Display use of real-time market data is defined by the Exchanges as accessing, processing, or consuming market data for a purpose other than in support of the data recipient's display. The Exchanges have recently begun to enforce this rule in terms of monthly fees to the user and fines to data vendors that offer data and are not monitoring how that data is consumed.

As a data vendor, Ally Invest must respect and enforce the rules provided by the Exchanges. After reviewing your responses to the questionnaire, it appears you are using market data in a non-displayed manner. Consequently, we may no longer be able to provide real-time market data to your application, which means we might need to terminate your API access. We are working on a solution that would provide 15-minute delayed data via the API, which the Exchanges would not charge for. Until that time, you will need to work with our API Business Development team to see what options are available to you. That team will reach out to you shortly. Please be responsive to discussing your situation with them so that we can attempt to prevent turning off your access.

Some examples of Non-Display use are the following:

- Any trading in any asset class
- Automated order or quote generation and/or order pegging
- Price referencing for algorithmic trading
- Price referencing for smart order routing
- Operations control programs
- Investment analysis
- Order verification
- Surveillance programs
- Risk management
- Compliance
- Portfolio Valuation
- Calculating moving averages

The CTA non-displayed use policy can be found here <https://www.ctaplan.com/publicdocs/ctaplan/notifications/trader-update/Policy%20-%20CTA%20Non%20Display.pdf>.

If you wish to register with the exchanges and agree to the exchange non-displayed fees, we can assist you with the process.

The monthly fees for Non-Displayed use are outlined below:

Non-Displayed Use Fees			
	Category 1	Category 2	Category 3
NYSE Last Sale	\$2,000	\$2,000	\$2,000
NYSE Bid-Ask	\$2,000	\$2,000	\$2,000
AMEX Last Sale	\$1,000	\$1,000	\$1,000
AMEX Bid-Ask	\$1,000	\$1,000	\$1,000
Nasdaq	\$3,500	\$3,500	\$3,500
OPRA	\$2,000	\$2,000	\$2,000

Thank you for your attention to this matter.

Richard Saldana

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