
STATUTORY INSTRUMENTS

1989 No. 1125

The Consumer Credit (Advertisements) Regulations 1989

**PART IV
GENERAL**

Application of Regulations

9.—(1) These Regulations do not apply to any advertisement which

- (a) whether expressly or by implication indicates clearly that a person is willing—
 - (i) to provide credit; or
 - (ii) to enter into an agreement for the bailment of goods, for the purposes of a person's business; and
- (b) does not indicate (whether expressly or by implication) that a person is willing to do either of those things otherwise than for the purposes of such a business.

(2) References in paragraph (1) above to a business do not include references to a business carried on by the advertiser or any person acting as a credit-broker in relation to the credit or hire facility to which the advertisement relates.

Transitional provisions

10.—(1) Subject to paragraph (2) below, a person shall not be guilty of an offence under section 47(1) or 167 of the Act for contravention of these Regulations if the advertisement would have complied with the requirements of the Consumer Credit (Advertisements) Regulations 1980(1) if those Regulations had not been revoked by these Regulations.

(2) This regulation only applies to advertisements published in a catalogue, diary or work of reference comprising at least 50 printed pages—

- (a) of which copies are first published, or made available for publication in the ordinary course of business, before 1st May 1990; and
- (b) which in a reasonably prominent position either contains the date of its first publication or specifies a period, being a calendar or seasonal period, throughout which it is intended to have effect.