
STATUTORY INSTRUMENTS

2004 No. 1484

The Consumer Credit (Advertisements) Regulations 2004

Content of advertisements

4.—(1) Where a credit advertisement includes any of the amounts referred to in paragraphs 5 to 7 of Schedule 2 to these Regulations, and where a hire advertisement includes any of the amounts referred to in paragraph 4 or 5 of Schedule 3 to these Regulations, the advertisement shall also—

- (a) include all the other items of information (other than any item inapplicable to the particular case) listed in the relevant Schedule, and
- (b) specify a postal address at which the advertiser may be contacted, except—
 - (i) in the case of advertisements published by means of television or radio broadcast;
 - (ii) in the case of advertisements in any form on the premises of a dealer or creditor (not being advertisements in writing which customers are intended to take away);
 - (iii) in the case of advertisements which include the name and address of a dealer, and
 - (iv) in the case of advertisements which include the name and a postal address of a credit-broker.

(2) The items of information listed in Schedule 2 in the case of a credit advertisement, and the items of information listed in Schedule 3 in the case of a hire advertisement, shall be given equal prominence and shall be shown together as a whole.

(3) Any information in any book, catalogue, leaflet or other document which is likely to vary from time to time shall be taken for the purpose of paragraph (2) to be shown together as a whole if—

- (a) it is set out together as a whole in a separate document issued with the book, catalogue, leaflet or other document;
- (b) the other information in the credit advertisement or hire advertisement, as the case may be, is shown together as a whole in the book, catalogue, leaflet or other document, and
- (c) the book, catalogue, leaflet or other document identifies the separate document in which the information likely to vary is set out.