
STATUTORY INSTRUMENTS

2010 No. 1970

The Consumer Credit (Advertisements) Regulations 2010

Exclusions

11.—(1) These Regulations do not apply to a credit advertisement which—

- (a) whether expressly or by implication indicates clearly that a person is willing to provide credit for the purposes of another person's business, and
- (b) does not indicate (whether expressly or by implication) that a person is willing to provide credit otherwise than for the purposes of such a business.

(2) References in paragraph (1) 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 facility to which the credit advertisement relates.

(3) These Regulations do not apply to any credit advertisement in so far as it is a communication of an invitation or inducement to—

- (a) engage in investment activity within the meaning of section 21 of the Financial Services and Markets Act 2000⁽¹⁾, other than an exempt generic communication;
- (b) enter into a regulated home purchase plan within the meaning of article 63F of the Financial Services and Markets Act (Regulated Activities) Order 2001⁽²⁾.

(4) An “exempt generic communication” is a communication to which subsection (1) of section 21 of the Financial Services and Markets Act 2000 does not apply, as a result of an order under subsection (5) of that section, because it does not identify a person as providing an investment or carrying on an activity to which the communication relates.

(5) These Regulations do not apply to a credit advertisement in so far as it relates to a consumer credit agreement secured on land.

⁽¹⁾ 2000 c.8.

⁽²⁾ S.I. 2001/544; section 63F was inserted by articles 2 and 18 of S.I. 2006/2383.