

Chapter 10

Appropriateness (for non-MiFID and non-insurance-based investment products non-advised services) (non-MiFID and non-insurance-based investment products provisions)



10.1 Application

10.1.1 **R** [deleted]

10.1.2 **R** This chapter applies to a *firm* which *arranges* or *deals* in relation to a *non-readily realisable security, derivative* or a *warrant* with or for a *retail client*, other than in the course of *MiFID* or *equivalent third country business*, and the *firm* is aware, or ought reasonably to be aware, that the application or order is in response to a *direct offer financial promotion*.

10.1.3 **R** [deleted]

Related rules

10.1.4 **G** A *firm* that is carrying on a *regulated activity* on a non-advised basis, whether or not the *rules* in this chapter apply to its activities, should also consider whether other *rules* in *COBS* apply.