

Chapter 3

Financial promotions and communications with customers



3.11 Not approving certain financial
promotions

- 3.11.1

R

This section applies to a *financial promotion* in relation to a *credit agreement*, *credit broking*, *debt counselling*, *debt adjusting* and *operating an electronic system in relation to lending* in relation to prospective *borrowers* or *borrowers* under *P2P agreements*.
- 3.11.2

R

Requirement not to approve certain financial promotions
A *firm* must not *approve* a *financial promotion* to be made in the course of a personal visit, telephone conversation or other interactive dialogue.
- 3.11.3

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■ CONC 3.11.2 R does not prevent the communication by a *firm* itself (i.e. a firm with a permission) of a *financial promotion*. A *firm's* approval of a *financial promotion* concerns approval for the communication of the promotion by an *unauthorised person* which is prevented by ■ CONC 3.11.2 R.