

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*.

Requirement not to approve certain financial promotions

3.11.2 **R** 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 **G** ■ 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.