

Chapter 4

Pre-contractual requirements

4.8

Pre-contract: unfair business practices: consumer credit lending

- 4.8.1
- R
- Application
- This section applies to a *firm* carrying on *consumer credit lending*.
- 4.8.2
- R
- Unfair business practices
- A *firm* must not unfairly encourage, incentivise or induce a *customer* to enter into a *regulated credit agreement* quickly without allowing the *customer* time to consider the pre-contract information under section 55 of the CCA and the explanations provided under ■ CONC 4.2.5 R.
- [Note: paragraph 5.10 of ILG]
- 4.8.3
- G
- Stating an end date for a promotion would not amount to the behaviour in ■ CONC 4.8.2 R.
- [Note: paragraph 5.10 (box) of ILG]
- 4.8.4
- R
- A *firm* must not unfairly encourage, incentivise or induce a *customer* to enter into a *regulated credit agreement* for an amount higher than the *customer* requests.
- [Note: paragraph 5.11 of ILG]
- 4.8.5
- G
- Merely offering a *customer* more *credit* than the *customer* requested would not amount to the behaviour in ■ CONC 4.8.4 R where:
- (1) the offer of the higher amount was based on a proper *creditworthiness assessment*; or

(2) the *firm* offers more advantageous terms, conditions or prices to *customers* for larger loans, provided that such offers are sufficiently transparent and a proper *creditworthiness assessment* has been carried out;
- and the *customer* was not pressurised or unfairly coerced into accepting the higher amount of *credit*.
- [Note: paragraph 5.11 (box) of ILG]

4.8.6

R

A *firm* must not lead a *customer* to believe that the *customer's* current debt repayments can be reduced under a *regulated credit agreement* over the same term when this is not the case.

[Note: paragraph 5.13 of *ILG*]