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STATUTORY INSTRUMENTS

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**2010 No. 1970**

**CONSUMER CREDIT**

**The Consumer Credit (Advertisements) Regulations 2010**

*Made* - - - - *3rd August 2010*  
*Laid before Parliament* *5th August 2010*  
*Coming into force* *1st February 2011*

**THE CONSUMER CREDIT  
(ADVERTISEMENTS) REGULATIONS 2010**

1. Citation, commencement, revocation and interpretation
  2. Duty to comply
  3. General requirements
  4. Content of advertisements
  5. Representative Example
  6. Other advertisements requiring representative APR
  7. APR
  8. Ancillary services
  9. Security
  10. Restrictions on certain expressions in credit advertisements
  11. Exclusions
  12. Transitional provisions
- Signature

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**SCHEDULE — PROVISIONS RELATING TO CALCULATION AND  
DISCLOSURE OF TOTAL CHARGE FOR CREDIT AND APR**

1. Assumptions about running-account credit
2. Permissible tolerances in disclosure of an APR
3. Tolerance where repayments are nearly equal
4. Tolerance where interval between relevant date and first repayment is greater than interval between repayments

Explanatory Note