



Consumer Credit Act 1974

1974 CHAPTER 39

PART IV

SEEKING BUSINESS

Advertising

43 Advertisements to which Part IV applies

- (1) This Part applies to any advertisement, published for the purposes of a business carried on by the advertiser, indicating that he is willing—
 - (a) to provide credit, or
 - (b) to enter into an agreement for the bailment or (in Scotland) the hiring of goods by him.
- (2) An advertisement does not fall within subsection (1) if the advertiser does not carry on—
 - (a) a consumer credit business or consumer hire business, or
 - (b) a business in the course of which he provides credit to individuals secured on land, or
 - (c) a business which comprises or relates to unregulated agreements where—
 - (i) the proper law of the agreement is the law of a country outside the United Kingdom, and
 - (ii) if the proper law of the agreement were the law of a part of the United Kingdom it would be a regulated agreement.
- (3) An advertisement does not fall within subsection (1)(a) if it indicates—
 - (a) that the credit must exceed £5,000, and that no security is required, or the security is to consist of property other than land, or
 - (b) that the credit is available only to a body corporate.
- (4) An advertisement does not fall within subsection (1)(b) if it indicates that the advertiser is not willing to enter into a consumer hire agreement.

Status: This is the original version (as it was originally enacted).

- (5) The Secretary of State may by order provide that this Part shall not apply to other advertisements of a description specified in the order.