



Consumer Credit Act 1974

1974 CHAPTER 39

PART IV

SEEKING BUSINESS

Advertising

47 Advertising infringements

- (1) Where an advertiser commits an offence against regulations made under section 44 or against section 45 or 46 or would be taken to commit such an offence but for the defence provided by section 168, a like offence is committed by—
 - (a) the publisher of the advertisement, and
 - (b) any person who, in the course of a business carried on by him, devised the advertisement, or a part of it relevant to the first-mentioned offence, and
 - (c) where the advertiser did not procure the publication of the advertisement, the person who did procure it.
- (2) In proceedings for an offence under subsection (1)(a) it is a defence for the person charged to prove that—
 - (a) the advertisement was published in the course of a business carried on by him, and
 - (b) he received the advertisement in the course of that business, and did not know and had no reason to suspect that its publication would be an offence under this Part.