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STATUTORY INSTRUMENTS

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**1999 No. 2725**

**The Consumer Credit (Content of Quotations) and Consumer Credit (Advertisements) (Amendment) Regulations 1999**

**PART III**

**AMENDMENTS TO THE CONSUMER CREDIT  
(ADVERTISEMENTS) REGULATIONS 1989**

7. The Consumer Credit (Advertisements) Regulations 1989<sup>(1)</sup> are amended as follows—
- (a) in paragraph 2 of Part II of Schedule 1, by inserting after the words “the debtor’s home” the words “(but not in the case of an exempt advertisement referred to in paragraph 2A below)” and by adding the following after that paragraph—
    - “2A. An exempt advertisement for the purposes of paragraph 2 above is an advertisement which is—
      - (a) published by means of television or radio broadcast in the course of programming whose primary purpose is not advertising; or
      - (b) published by exhibition of a film (other than exhibition by television broadcast).”;
- (b) in Part II of Schedule 1, by inserting at the beginning of paragraph 9 the words “Subject to paragraph 9A below,” and by adding the following after that paragraph—
  - “9A. Paragraph 9 above does not apply to an advertisement which is—
    - (a) published by means of television or radio broadcast in the course of programming whose primary purpose is not advertising; or
    - (b) published by exhibition of a film (other than exhibition by television broadcast).”;
- (c) in paragraph 2 of Part III of Schedule 1, by inserting after the words “the debtor’s home” the words “(but not in the case of an exempt advertisement referred to in paragraph 2A below)” and by adding the following after that paragraph—
  - “2A. An exempt advertisement for the purposes of paragraph 2 above is an advertisement which is—
    - (a) published by means of television or radio broadcast in the course of programming whose primary purpose is not advertising; or
    - (b) published by exhibition of a film (other than exhibition by television broadcast).”;
- (d) in Part III of Schedule 1 by inserting at the beginning of paragraph 16 the words “Subject to paragraph 16A below,” and by adding the following after that paragraph—
  - “16A. Paragraph 16 above does not apply to an advertisement which is—

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<sup>(1)</sup> S.I. 1989/1125, to which there is an amendment not relevant to these Regulations.

- (a) published by means of television or radio broadcast in the course of programming whose primary purpose is not advertising; or
  - (b) published by exhibition of a film (other than exhibition by television broadcast).”;
- (e) in paragraph 3 of Part II of Schedule 2, by inserting after the words “the hirer’s home” the words “(but not in the case of an exempt advertisement referred to in paragraph 3A below)” and by adding the following after that paragraph—
- “**3A.** An exempt advertisement for the purposes of paragraph 3 above is an advertisement which is—
- (a) published by means of television or radio broadcast in the course of programming whose primary purpose is not advertising; or
  - (b) published by exhibition of a film (other than exhibition by television broadcast).”;
- (f) in paragraph 3 of Part III of Schedule 2, by inserting after the words “the hirer’s home” the words “(but not in the case of an exempt advertisement referred to in paragraph 3A below)” and by adding the following after that paragraph—
- “**3A.** An exempt advertisement for the purposes of paragraph 3 above is an advertisement which is—
- (a) published by means of television or radio broadcast in the course of programming whose primary purpose is not advertising; or
  - (b) published by exhibition of a film (other than exhibition by television broadcast).”.