
STATUTORY INSTRUMENTS

2010 No. 1970

The Consumer Credit (Advertisements) Regulations 2010

Other advertisements requiring representative APR

- 6.—(1) A credit advertisement shall specify the representative APR if the advertisement—
- (a) indicates in any way, including by means of the name given to a business or of an address used by a business for the purposes of electronic communication, that—
 - (i) credit is available to persons who might otherwise consider their access to credit restricted, or
 - (ii) any of the terms on which credit is available is more favourable (either in relation to a limited period or generally) than corresponding terms applied in any other case or by any other creditors, or
 - (b) includes any incentive to apply for credit or to enter into an agreement under which credit is provided.
- (2) For the purposes of this regulation, the representative APR shall be given greater prominence than any indication or incentive of a kind referred to in paragraph (1).
- (3) This regulation does not apply to a credit advertisement relating to an authorised non-business overdraft agreement.