

High Cost Short Term Credit

Additional commitments to responsible advertising and marketing

High cost short term credit providers must abide by the same laws and regulations as all other consumer credit providers. The additional guidelines set out below reinforce the lenders' commitment to marketing their products responsibly and recognise the importance of responsible advertising and marketing communication as essential means of informing consumers. These commitments focus on areas of potential concern relating specifically to HCSTC products: advertising to children, targeting financially vulnerable consumers, trivialising debt and incentivising credit.

Children, young people and potentially vulnerable consumers

In addition to prominently displaying the industry's statutory wealth warning on all adverts as set down in FCA regulation, lenders are making every endeavor to meet the following guidelines:

- A complete, voluntary ban on advertising on channels dedicated to children
- Working with broadcasters during media planning to avoid programming where children are expected to form more than 25% of the audience
- Ensuring online adverts do not appear on games, apps and sites solely intended for under 18s
- Ensuring the content of the adverts on TV and radio does not, by nature of its creative design, appeal specifically to children. This includes avoiding adverts with catchy tunes and jingles based on or similar to children's songs or nursery rhymes or with animated imagery likely to appeal to children.
- Store-based lenders will promote responsible borrowing by displaying messages within shop windows that do not trivialize borrowing and include clear warnings and statements as required.
- Consumers are not intentionally spammed by any method, whether it is by phone, email or text and through clear opt-in and opt-out marketing policies, consumers are in control of the correspondence they receive from lenders.