

Chrysalis Finance Golden Rules of Finance advertising

- We recommend a representative example is included in every piece of marketing relating to finance. **The representative example must be prominent.**
- If a real example is used, please do not use the cheapest one – ideally it should be one that is highly popular, or the most expensive option available.
- A FCA status disclosure should be placed on any page which discusses finance options or at the bottom of the footer so is always visible. The disclosure must be in a font that can be read.
- Do not claim to be the cheapest or best value in relation to finance - words like affordable or reasonable should not be used.
- If there are any fees applicable outside of the cost of the procedure (such as consultant or consultation fees), these should be made clear from the outset and customers should be informed if they need to be paid upfront or are 'non-refundable'.
- If possible, try and use two finance examples to display both interest free and interest-bearing. If you can only use one, this must be the interest-bearing option.
- You can use terms such as “**Finance Options Available**” this will not require a representative example, but it must also include that 'Terms and Conditions apply' and that 'Acceptance subject to credit status'.
- Prior to publishing any marketing in relation to Chrysalis Finance or associated payment methods, this must be approved by Chrysalis Finance Compliance team on email compliance@chrysalisfinance.com.

Representative Example:

- There can only be one (1) representative example in an advertisement;
- If a second example is required, this **must** be an 'Illustration' and should clearly be described as such;
- All representative example information should be shown together as a block and should be clear in its information;
- All Illustration information (if used) should be shown in a block and be separate from the Representative Example;
- If prominence is given to one of the above (such as the colour used or the size of the font) then it should always be the Representative Example that is more prominent (which would the eye be drawn to?).

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Content of advertisement = Consumer Credit Act Triggers

- If an advertisement includes a rate of interest, or an amount relating to the cost of the credit (whether it be a sum of money or a proportion/percentage of a specific amount) then a **Representative Example must be used**, along with a **specific postal address*** where the person(s) making the advertisement may be contacted (In all cases, this is the Status Disclosure supplied by Chrysalis Finance).

**(Please bear in mind that Radio adverts do not require a postal address to be supplied)*

- If you are inputting any type of figures or frequency into an advertisement this, then **triggers** the need for a Representative Example. This can be requested via dmaude@chrysalisfinance.com
- When you email, please provide the following information:
 - Name of procedure;
 - Total cost of procedure;
 - Loan term i.e. 36 months; and
 - Word or Table version if single or multiple examples are to be included.
- *Table example:*

Procedure	Procedure Cost	Total amount of credit	X.X% APR 36 payments	Total amount repayable
Varicose vein surgery	£xxxx.xx	£xxx.xx	£xxxx.xx	£xxxx.xx
Groin hernia surgery	£xxxx.xx	£xxx.xx	£xxxx.xx	£xxxx.xx
Knee replacement surgery	£xxxx.xx	£xxx.xx	£xxxx.xx	£xxxx.xx

- *Word example:*

Representative Example: Amount Of Credit £XX.XX. Total Amount Repayable £XX.XX. Repayable by XX monthly payments of £XX.XX. Interest rate XX.XX% pa variable. Representative XX.X% APR variable.

Example based upon 'a medical procedure' (*please use a real example where possible*) costing £XX.XX repayable over XX months. Other Terms and Conditions apply. Acceptance subject to credit status.

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Process

Step 1

- Representatives Examples request sent to dmaude@chrysalisfinance.com
Please send name of procedure, total cost of procedure, loan term and what version is required (word or table)

Step 2

- Representative Example and disclosure will be sent back in requested format to requestor

Step 3

- Representative Example and Disclosure wording to be added to the marketing advert

Step 4

- Marketing send back the proposed advert to us and this will be reviewed/approved by our Legal and Compliance team. If changes are required this will be advised in email for updating. Prior to publishing a Representative Example this must be approved by Chrysalis Finance.

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