

Full title of law or regulation

FCA Handbook CONC 3

<https://www.handbook.fca.org.uk/handbook/CONC/3/?view=chapter>

Title of relevant section

CONC 3.1.7. R

Clauses

1. (1) [CONC 3](#) does not apply (apart from the provisions in (2)) to a [financial promotion](#) or communication that consists of only one or more of the following:
 1. (a) the name or a trading name of the [firm](#) (or its [appointed representative](#));
 2. (b) a logo;
 3. (c) a contact point (address (including e-mail address), telephone, facsimile number and website address);
 4. (d) a brief, factual description of the type of product or service provided by the [firm](#).
 2. (2) The provisions in [CONC 3](#) which apply to a [financial promotion](#) or communication which falls within (1) are:
 1. (a) [CONC 3.1](#), [CONC 3.5.1 R](#) and [CONC 3.6.1 R](#) (application);
 2. (b) [CONC 3.3.1 R](#) (clear, fair and not misleading);
 3. (c) [CONC 3.3.3 R](#) (credit regardless of status);
 4. (d) [CONC 3.5.3 R](#), [CONC 3.5.5 R](#), [CONC 3.6.6 R](#) (requirement for representative example or typical APR etc);
 5. (e) [CONC 3.5.7 R](#) (other financial promotions requiring a representative APR);
 6. (f) [CONC 3.5.12 R](#) (restricted expressions) and [CONC 3.6.8 R](#) (restricted expressions); and
 7. (g) any other [rules](#) in [CONC](#) which are necessary or expedient to apply the rules in (a) to (f).
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End
