

G-Regs™**Belgium – Royal Decree 21 June 2011**

Full title: Royal Decree 21st June 2011 amending various decrees on consumer credit and implementing Articles 5, § 1, para. 2, and § 2, and Article 15, para. 3 of the Law of 12th June 1991 on Consumer Credit. Entry into force: 01/09/2011

Title of relevant section: Chapter 4. Implementation of Article 5, Section 1, para. 2 and Article 5, Section 2 of the law (of 12 June on Consumer Credit¹) (advertising); Article 14

Chapter 4

Article 14 **§ 1.** Without prejudice to the application of § 2, the characters for the information referenced in Article 5, § 1, paragraph 2, of the Act, must be larger than the characters used for the other basic information referred to in Article 5, § 1, paragraph 1, of the law. (*G-Regs note: i.e. the typeface used for the standard information referenced in points 1-6 of Art. 5 (Sect 1) must be larger than the typeface used for other basic information*)

§ 2. If advertising concerns:

1. Reference to an annual percentage rate equal to 0%, zero, or a related promotional rate, the characters used to indicate that statement can only be three times larger than the characters used in advertising communicating the other basic information referred to in Article 5, § 1, paragraph 1, of the Act (*i.e. such as interest rate or any figures relating to the cost of the credit to the consumer*);

2. A credit agreement for which, following the stipulation of a number of modest / reduced repayments, the annual percentage rate is lower than when the repayment amounts are always set at the same level, the typeface used to indicate the APR and the repayment amounts can only be three times larger than the typeface used to convey the other basic information referred to in Article 5, § 1, paragraph 1. The typeface used to indicate the highest repayment amount cannot be smaller than the typeface used for other repayment amounts.

§ 3.

The font size of the message referred to in Article 5, § 2, of the Act, is a minimum of 4% of the height of the advertising space and has a minimum value of 7 points (*G-Regs note: this is with reference to the “credit warning” message²*).

When advertising refers to the cheapness or advantageous nature of a credit agreement

¹ On 01/04/2015 – the Law of 12 June 1991 on Consumer Credit is due to be repealed. The provisions contained in Article 5, Sect. 1, para. 2 and Article 5, Sect. 2 have been integrated into Article 64, Sect. 1, para. 2 and Art. 64, Sect.2 of Book VII “Payment and Credit Services” of the Code of Economic Law.

² “Attention, Borrowing money costs money!” (In French: “Attention, emprunter de l'argent coûte aussi de l'argent”; In Dutch: “Let op, geld lenen kost ook geld”)

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or encourages the carrying out of a new credit drawdown³, without an interest rate or any figures relating to the cost of credit being mentioned, the typeface used to reproduce the message referred to in Article 5, § 2, of the Act (i.e. the credit warning message), must be at least the same size as the typeface used in the advertising indicating that special nature or that drawdown incentive.

In the event of Internet advertising and where the message referred to in Article 5 § 2 of the Act (*i.e. the warning message*) is only visible by clicking on a banner, the message is then shown on a web page where this message is shown in a `sans serif` typeface which is at least as large as the largest typeface used in the banner.

³ The expression "credit drawdown" refers to the amount that a consumer may draw down or has drawn down as a single transaction at any given time.

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