



**REGULATE**  
**COMMUNICATE**  
**INNOVATE**

# Financial Promotions

- Advertising Standards Authority
- PECR
- DPA 2018
- FCA
- New framework for approval of Financial Promotions
- UK Code of Broadcasting (Ofcom)
- Lead Generation (own)
- Lead Generators (Third Party)
- Social Media
- Websites
- Radio / TV
- Campaigns
- Brochure / leaflets



# Financial Promotions

- Policy and guidance
- Licensed AR firm
- Live and relevant Website
- E-Learning module
  - [training@hlpartnership.co.uk](mailto:training@hlpartnership.co.uk)
  - 4 week deadline to complete and pass assessment
- CPD recorded
- Confirmation issued of Licensed AR firm



# Thank You

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