



INVESTMENT BUSINESS AND YOUR WEBSITE

As you are no doubt aware, there are strict rules governing investment business and its promotion on your website. It is important therefore that as part of your website you ensure that the correct wording is used. We have prepared this short factsheet to provide general guidance on the key matters to consider.

My firm is regulated by the FSA for investment business, what wording must be included?

Your website should include the words:

“Authorised and regulated by the Financial Services Authority for investment business”

My firm is DPB regulated for investment business, what wording should be included?

Your website should include the words:

“This (firm / company)¹ is not authorised under the Financial Services and Markets Act 2000 but we are able in certain circumstances to offer a limited range of investment services to clients because we are members of the (Institute of Chartered Accountants in England and Wales) (Institute of Chartered Accountants of Scotland)². We can provide these investment services if they are an incidental part of the professional services we have been engaged to provide.”

My firm does not provide investment business services, so we are not regulated, is any specific wording required?

Your website does not need to include any specific wording but you must be careful to ensure that your website does not imply that the firm undertakes any investment business activities.

Simply referring to a Permitted Third Party (PTP) for investment business advice is not a regulated activity, so you can say that you refer clients to third parties but you cannot give any impression that you are actively involved, for example, implying that you ‘work with’ Independent Financial Advisers (IFAs), as this implies more than just referring.

We want to include the name of a specific PTP on our website, are we able to do this?

If you wish to include the name of a specific Permitted Third Party (an IFA), whether your own in-house firm or an unrelated IFA, this is a financial promotion that must be approved by someone authorised by the FSA. You could either arrange to do this through your IFA connections, as they are able to approve the wording or arrange for someone else to do this and keep a record that it has been done. Remember, your own IFA can provide this approval.

Where should I include the relevant investment business wording?

We suggest on the page that refers to your investment business services.

Mercia Group Ltd, October 2008

¹ Amend as appropriate.

² Amend as appropriate but do not abbreviate.