Guidance on Advertising by Insolvency Practitioners

The Institute confirms that Insolvency Practitioners may advertise their professional services by way of advertisements or websites as long as they:

- Comply with the Institute's Ethical Guidance
- Comply with the law and conform with the requirements of the relevant Advertising Standards Authority and if appropriate the Office of Communications (OFCOM) as to legality, decency, clarity, honesty and accuracy.
- Do not bring the Institute into disrepute.
- Do not make exaggerated claims for services offered
- Do not make unsubstantiated comparisons to the work of other providers.

DO

✓ Ensure that the public is able to confirm your identity, or that of your firm, from your advertising material.
  ♦ The public must be advised at the outset, who is behind the advertisement either by a statement at the foot of the advertisement or website disclosing you or your firm's identity or, where a telephone number is provided, the caller should be advised immediately.

✓ State that you are authorised by ICAS to provide insolvency services, if you obtain your insolvency permit from ICAS.

✓ Ensure that any statements you make are accurate and can be defended if challenged.

✓ Ensure that you comply with all relevant legislation and advertising standards.

✓ State clearly what services you are able to offer.

✓ Explain the extent of any free advice available e.g. first consultation free.

✓ If commenting on house equity make clear statements about how you are required to deal with any equity in the house.
✓ If mentioning fees give accurate information on your fee structure and how your fees will be authorised and met.

✓ Be careful if advertising help with mortgages as this could infer an arrangement between you and a mortgage supplier.

DO NOT

➢ Make claims which cannot be substantiated.

➢ Suggest in the advertisement that the debtor can stop making payments to creditors or that his credit rating will not be affected.

➢ Ply debtors with advertising material such as to amount to harassment.

➢ Give misleading information

➢ You will not lose your house.

*If in doubt, please consult the Institute for specific guidance on your proposed wording for advertisements / websites.*

**KITEMARKING**

The CA logos have been designed to be used by all firms of Chartered Accountants to promote the "CA Brand".

For this purpose the definition of member firms is one which is entitled to call itself "Chartered Accountants" and in which at least 50% of partners or directors are ICAS members who hold practising certificates.