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22 May 2014

Our Ref: FOI3451

Dear

Freedom of Information: Right to know request

Thank you for your request under the Freedom of Information Act 2000 (the Act).

Your request has now been considered and we can confirm that we hold the relevant information. The information requested covering the dates 01 April 2014 to date can be found highlighted in bold below:

“1. Can you please advise how many letter have you sent to the firms operating in the following Consumer Credit Sectors asking them to rectify their online marketing and websites due to concerns regarding Non-Compliance with CONC:

a. Lenders – 20 (unsecured and secured lending).

b. Credit Brokers – 8 (we categorise our casework by product rather than the ancillary service of credit brokerage – e.g. credit broking for payday loans, would be captured by ‘Payday Loans’. For this figure we have included ‘Motor/Retail finance).

c. Debt Management Companies – 18.

d. Payday Loans – 38.

2. Can you please confirm, for the same companies, how many non-compliance letters were sent as a results of Google Sponsored Links. – 25.

3. How many letters were sent as a result of third party complaints. – None, all of the letters resulted from our own Financial Promotions Team’s monitoring (for Google Sponsored Links).

4. How many responses have you received from these companies stating they have made necessary changes to the online marketing and Google Sponsored links as a result of your letter. – 20.

On 16 May 2014 a press release was published on our website. You may find the link below helpful:

<http://www.fca.org.uk/news/consumer-credit-firms-must-raise-advertising-standards>

If you have any queries then please contact me.

Yours sincerely

Information Access Team