

BCG Monthly Telephone Briefing

June 2015

Credit Advertising Compliance

When it comes to advertising credit products, financial institutions need to follow “three C’s”: make it Clear, make it Compelling and keep it Compliant! At the same time, it is important that institutions assess whether their advertisements are fair and non-deceptive.

There is an array of federal and state laws governing credit advertisements, from Regulation B to Regulation Z to the Fair Credit Reporting Act and the California Business & Professions Code and, thus, advertising must walk a tightrope between the need to be high impact and the need to stay within the law. Whether you are responsible for producing or reviewing your institution’s credit advertisements, you want to know what the different rules require and how to comply.

This month we will review the basic regulatory compliance requirements for advertising credit products, including recent regulatory changes. We also will discuss common UDAP and UDAAP concerns which institutions should assess as part of any credit product advertising review.



BCG Monthly Telephone Briefing

Friday, June 19
12:00 –1:30 p.m.
(with live Q&A)

Presented by
Aldrich & Bonnefin, PLC
Counsel to Bankers’ Compliance Group®



bankers’ compliance group®

phone: 800.742.3600

email: info@bankerscompliancegroup.com

Aldrich & Bonnefin is hosting a Monthly Telephone Briefing for Bankers' Compliance Group[®] Members on **Friday, June 19, 2015**. This meeting will be presented live and will include a question and answer session. Members can ask questions by telephone or email. Each member that registers for the Monthly Telephone Briefing will be given a password and instructions to call in to the Briefing.

ORGANIZE YOUR PARTICIPANTS

BCG Main or Registration Contacts are encouraged to organize multiple attendees to participate at one location or several locations concurrently. In this manner, several attendees can be accommodated in one conference room with a speakerphone. All Briefing connections are included in your BCG Membership.

REGISTRATION

To register, please contact your institution's BCG Main or Registration Contact or, if authorized, log in at <http://register.bankerscompliancegroup.com/subadmin> and select "Register for Events." Registration closes at noon **one business day** prior to the Briefing date. On the day before the Briefing, registrants will receive an email with call-in instructions and an access code.

CD Package: Members can also register to receive a CD package. This package, which includes any Handouts, is mailed to registrants approximately 2-3 weeks after the Briefing.

DOWNLOAD THE HANDOUTS

The Handouts are *generally* posted on the BCG Website by noon on the business day before the Briefing. All registrants will receive an email notification when the Handouts are posted. To download a Handout, go to www.bankerscompliancegroup.com/monthly-telephone-briefing.php and click on the "Download Handout Here" link at the end of each Briefing description.

CANCELLATION

It is not necessary for registrants to contact BCG if they cannot attend a Briefing and need to cancel their registration.

SIGN UP ANNUALLY

Make the BCG Monthly Telephone Briefing a standing event at your office by registering once for the entire year. To sign up annually, fill out the form at <https://www.bankerscompliancegroup.com/pdf/2015-BCG-Monthly-Telephone-Briefing-Annual-Signup.pdf> and email it to Laura Jagerman at LJagerman@ABLAWYERS.COM. Or you can sign up under "Profile" in the Online Event Registration system.

MISSED THE BRIEFING?

Should you or others at your institution miss the briefing, you can tune into our streaming audio available on the BCG website one week after the Briefing, at www.bankerscompliancegroup.com/listen-while-you-work.php.