



adam samuel

The Compliance Factory

London NW6 3NN Tel 07900 248150

E-mail Adamsamuel@aol.com

Website www.adamsamuel.com

DIGITAL MEDIA - FINANCIAL PROMOTIONS, COMPLAINTS & RISK MANAGEMENT

2 half days – with case studies taken from various forms of digital media

The course is adapted to participants' business areas and different digital media use.

1: Digital Media Generally

Applicable materials – COBS 4, PRIN,

Codes of Advertising Practice

Defining digital media

2. Promotions

Basics

FCA Principles 2, 6, 7, 11, MiFID 2, art. 24, MiFID Org Regulation, article 44

COBS 4, MCOB 3A, ICOBS 2.2, BCOBS 4 CONC 3

Defining a promotion – does it matter?

In the course of business? – social media – personal and professional accounts

Non-promotional communications & Image adverts

Fair, clear and not misleading

Risk disclosure

Prominence of key information and font sizes

Special rules on contracts for differences (where relevant)

Savings accounts guidelines

Unfair comparisons and pricing claims

Tax, mentioning regulators

Past, simulated past and future performance

Direct offer requirements generally

Direct offers for savings accounts

Specific digital media issues –

Standalone compliance

Message boards

Re-tweeting generally & compliments

Approval of material published by non-authorized firms

Record-keeping

Inserting images

Other digital areas

Websites
Sponsored links
Unsolicited e-mail

3. Managing incoming communications

Identifying and recording complaints
Responding to digitally generated comment

4. Risk management and digital media

Who, what, how?
Three lines of defence
Role of compliance
Use of digital methods to carry out customer due diligence and avoid financial crime
Monitoring effects
Management information