

leasing
.com

Advertiser Partner Code of Conduct



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Introduction

Leasing.com introduces consumers to vehicle leasing offers that are promoted on our marketplace by our advertising partners who consist of franchised motor dealerships, leasing brokers, motor manufacturers, vehicle subscription providers and leasing companies.

Our vision is to be the market-leading, trusted champion of car leasing.

To achieve this vision, we promise to make things simple, fair and enjoyable for people who visit our marketplace.

One of the ways we deliver this promise is through this Code of Conduct which sets out the standards that we expect from our partners when promoting new vehicle leasing offers on our marketplace. This Code is built on our company values (simplicity, transparency, inclusivity, progress and ownership) to ensure continued high standards of behaviour for the benefit of consumers. It applies to the adding, maintaining and removing of leasing offers promoted to both business users and private individuals on Leasing.com.

Leasing.com monitors the adherence to this Code by its advertising partners. Adherence to this Code of Conduct is a condition of becoming and remaining an advertiser partner with Leasing.com and breaches will result in action being taken. Serious breaches may result in a company no longer being able to advertise with Leasing.com.

Independent leasing broker advertising partners must also participate in the BVRLA (British Vehicle Rental and Leasing Association) Conciliation Service, which is a service available to BVRLA members and their customers to help resolve disputes.

Code of Conduct

Advertising partners on Leasing.com agree to abide by the following:

- To be authorised and regulated by the Financial Conduct Authority (FCA) and registered with the Information Commissioner's Office (ICO), holding the correct permissions and at all times complying with relevant laws and regulations.
- Where applicable, be a member of the British Vehicle Rental and Leasing Association (BVRLA) and abide by the latest version of the relevant BVRLA Code of Conduct. Membership assures customers that they should expect the highest levels of professionalism and integrity from BVRLA member companies.
- To operate from an established place of business that is maintained to a professional standard.
- To comply with all relevant advertising regulations including, without limitation, the Advertising Standards Authority's Code of Non-broadcast Advertising and Direct & Promotional Marketing.
- To provide clear pricing to customers for all products and services and adhere to the FCA's principles for business (PRIN), including Treating Customers Fairly (TCF) and the Consumer Duty from July 2023.
- Not to omit any information or misrepresent any information, and ensure customers are given the information to help them make an informed decision about your products and services.
- To behave with honesty and integrity at all times and to be truthful when dealing with customers.
- To only advertise offers that are available. To be factually correct when stating the availability of vehicles, and to withdraw or amend any offer that is no longer available immediately.
- To resolve customer complaints and participate in the BVRLA's Conciliation Service, where this is applicable to your business, to help resolve disputes.
- To ensure that employees, where appropriate, are adequately trained to a standard that enables them to adhere to this Code of Conduct.

Enforcement of this Code

Adherence to this Code is monitored by the team at Leasing.com. Serious breaches can be referred to the Leasing.com Senior Management Team.

Action will be taken in the event of any reported breaches of the Code and this may include:

- Written warnings;
- Requests for written explanations; and
- Referral to the Senior Management Team

The Senior Management Team look at serious breaches of the Code and where the actions of advertising partners have or may result in serious consumer detriment. Action taken by the Senior Management Team can include:

- Written warnings to advertising partners;
- Recommendations as to future conduct; and
- Suspension of advertising on Leasing.com.

The most serious punishment for not consistently failing to adhere to the Code is for a company to no longer be able to advertise their products and services on Leasing.com.

Complaint handling

The Financial Conduct Authority (FCA) has made specific rules regarding how regulated firms handle any complaints received. These rules require firms to respond to complaints and investigate them thoroughly, and if they cannot be resolved to the satisfaction of the complainant, the complainant has the right to take the matter to the Financial Ombudsman Service (FOS).

Leasing.com has its own complaints-handling procedure and further information is available here.

<https://leasing.com/media/complaints-procedure.pdf>

Under this Code of Conduct, Leasing.com expects all advertising partners to resolve complaints about their products and services quickly and amicably.

If Leasing.com directly receives a complaint about an advertising partner, the following procedure will be followed:

- Leasing.com will forward written complaints received or send a written record of any complaints received directly to the advertising partner concerned.
- Upon receiving the complaint, an advertising partner will send a prompt, written acknowledgment to the complainant within five working days and assure them that they are dealing with it. They will keep the complainant informed of progress.
- An advertising partner will attempt to resolve the complaint within 30 working days. If they cannot do this, they will advise the complainant on the reasons why and also include any request for additional information to help them resolve the complaint. FCA rules allow a firm up to eight weeks to try to resolve a complaint before providing a final response.
- If a complainant subsequently decides that they are not satisfied with the final response provided they have the right to refer the matter to the FOS and an advertising partner will provide contact details for the FOS.
- Advertising partners will treat all complaints seriously and deal with them in a positive and friendly manner.
- Advertising partners will learn from all complaints and respond proactively to prevent similar incidents from occurring in the future.
- Complete records of all complaints will be maintained by advertising partners.

Conciliation service

Where a complaint relating to the product and/or service provided by a BVRLA member who is also a Leasing.com advertising partner, is unresolved it may be referred to the BVRLA by either the complainant (customer) or the BVRLA member.

Full details should be submitted by email to: complaint@bvrla.co.uk

If the complainant does not have access to email, details can be sent by post to:

British Vehicle Rental & Leasing Association
River Lodge
Badminton Court
Amersham
HP7 0DD

The BVRLA will aim to resolve the matter using the information presented by both parties to the dispute. Any information requested from the Leasing.com advertising partner should be sent to the BVRLA within five working days. Based on the information available, the BVRLA will provide both parties with its findings and recommendations.

The BVRLA aims to resolve complaints through the Conciliation Service within 30 days, and BVRLA members must comply with the Conciliation Service's findings and recommendations.

Contact us

Leasing.com
Domain House
4 Watchgate, Newby Road
Stockport
Cheshire
SK7 5DB

Website: [Leasing.com/](https://leasing.com/)

Email: help@leasing.com

Telephone: 0161 482 7650