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EMPLOYMENT, HOMEWORK SCHEMES AND BUSINESS OPPORTUNITIES

Rules

Employment

20.1 Marketing communications must distinguish clearly between offers of employment and business opportunities. Before publication, media owners normally require marketers' full details and any terms and conditions imposed on respondents.

20.2 Employment marketing communications must relate to genuine vacancies and potential employees must not be asked to pay for information.

Living and working conditions must not be misrepresented. Quoted earnings must be precise; if one has to be made, a forecast must not be unrepresentative. If income is earned from a basic salary and commission, commission only or in some other way, that must be made clear.

Employment agencies and employment businesses

20.3 Employment agencies and employment businesses must make clear in their marketing communications their full names and contact details and, in relation to each position they advertise, whether it is for temporary or permanent work.

Homework schemes

20.4 Marketing communications for homework schemes must contain no forecast of earnings if the scheme is new. Marketers may state the likely level of earnings only if it can be supported with evidence of the experience of existing homeworkers. Marketers must not exaggerate the support available to homeworkers.

20.5 Marketing communications for homework schemes must state:

20.5.1 limitations or conditions that might influence consumers before their decision to participate

20.5.2 whether the marketers will buy any products made

20.5.3 if a financial outlay is, or might be, required.

20.6 Marketers of homework schemes must include this information in the initial marketing communication or in follow-up literature made available to all consumers before commitment:

20.6.1 the full name and geographical address of the marketer

20.6.2 a clear description of the work

20.6.3 whether participants are self-employed or employed by a business

20.6.4 charges for raw materials, machines, components, administration and the like.

Business opportunities

20.7 Marketing communications for business opportunities must neither contain unrepresentative or overstated earnings figures nor exaggerate the support available to investors.

20.8 Marketers of business opportunities must include in their initial marketing communications or in follow-up literature made available to all consumers before commitment:

20.8.1 the full name and geographical address of the marketer

20.8.2 a clear description of the work involved

20.8.3 a statement of the extent of investors' commitments, including any financial investment or outlay.

Vocational training and instruction courses

20.9 Marketing communications for vocational training or other instruction courses must not give a misleading impression about the potential for employment that might follow.

Marketing communications must make clear significant conditions for acceptance onto vocational training or instruction courses, such as the level of attainment, and significant conditions likely to affect a consumer's decision to embark on a course, such as the cost or the duration of a course.

Employment, homeworking schemes and business opportunities directories

20.10 Marketing communications for the sale of directories giving information about employment, homeworking schemes or business opportunities must state plainly the nature of what is being offered.