

Consumer credit financial promotions and website compliance support



Auxillias is now offering a full financial promotions service for brokers and lenders, following a successful trial of our website compliance review with firms across the motor and consumer credit markets.

The FCA's review of the financial promotions regime, together with ongoing supervisory activity across the consumer credit sector, has increased scrutiny around websites, online customer journeys, disclosures, promotions and redress-related messaging. Firms are now operating in an environment where the FCA expects stronger governance, clearer customer communications and much closer oversight of digital channels.

Customers, competitors and regulators are all paying close attention. Financial promotions now

sit alongside Consumer Duty, vulnerable customer expectations, complaints risk, redress exposure and wider conduct outcomes.

We are increasingly supporting firms with remediation work, governance reviews, approval processes and practical changes to websites, digital journeys and customer communications following internal reviews, FCA engagement or growing concern around conduct risk.

We provide fixed-fee website compliance reviews along with wider support across consumer-credit financial promotions. Our work helps firms review whether websites, customer journeys, digital campaigns and internal processes meet FCA, consumer law and GDPR requirements. The aim is simple – practical guidance, clear actions and a workable route to addressing risk areas before they become larger regulatory issues.

Areas of growing focus include:

- prominence and positioning of disclosures and risk warnings
- customer understanding and Consumer Duty outcomes
- finance calculators and representative examples
- social media and lead-generation activity
- broker and introducer journeys
- redress-related messaging and claims wording
- governance and approval controls around promotions
- oversight of third-party marketing activity and affiliates

What we can help you with

Website and digital compliance review

We test your site against the FCA's financial promotions rules, consumer law disclosures, data protection and GDPR touchpoints and basic company-law transparency. You get a plain-English report with clear actions your team can easily put in place.

Review and sign-off of promotional materials

We review and approve promotions across credit, hire, mortgages and savings. This covers banners, partner pages, microsites, finance tools, social posts and email campaigns.

Risk management and internal policy support

We advise on legal and regulatory risks connected to promotions and customer journeys and help firms strengthen governance, approval and oversight arrangements. This includes financial promotions sign-off frameworks, audit trails, monitoring processes and escalation routes for higher-risk campaigns or communications.

Regulatory guidance

We give day-to-day advice on financial promotions, consumer credit rules, disclosure duties and the points that shape online paths, comparison tables and product layout.

Specialist training

We build and deliver tailored training for marketing, sales, compliance and digital teams – from Consumer Duty to credit-broker disclosures, prominence, risk warnings and fair presentation.

Campaign and channel support

We support firms launching new campaigns, products and digital channels, including social media activity, affiliate models, introducer relationships and customer-acquisition journeys. We also review promotions and customer communications linked to complaints, remediation exercises and redress programmes.

Compliance integration for marketing teams

We help embed compliance into your marketing processes, from site design and UX work through to content flow and journeys.

Jo Davis, CEO, Auxillias, says:

“The FCA's focus on financial promotions has moved well beyond reviewing individual adverts. Firms are now expected to understand how their full digital journey operates in practice and whether customers are genuinely receiving clear, fair and balanced information throughout the process. We are helping firms identify where the risks sit and make practical improvements before those issues become regulatory problems.”



Fixed-fee pricing available on request, including proportionate support packages for SMEs, brokers and simpler websites. We also offer wider remediation, governance and financial promotions support where firms require more detailed assistance.

For further information, please contact a member of the Auxillias team or email: info@auxillias.co.uk

* Terms and conditions apply, which are available on request and will be confirmed in full prior to any purchase. Promotional pricing covers review of customer-facing website, including invitations to make an application or purchase. Does not extend to application journey and assessment.