



Marketing Marketing rules

Marketing Rules

Published on May 17, 2013

The AMF actively monitors marketing of financial products, such as shares, bonds and shares or units in collective investment schemes, etc. It makes sure that distributors comply with applicable rules: supplying information documents about the product, informing investors of any changes arising during the lifetime of the product, etc.

Marketing of financial products generally leads the distributor to provide one or several investment services, such as investment advice services, third-party order reception and transmission services or non-guaranteed investment services. Marketing is then carried out by investment services providers, or:

- tied agents working on behalf of an investment services provider,
- financial investment advisors,
- banking or financial direct marketers.

These distributors are regulated by the AMF and are themselves subject to a set of rules to ensure better investor protection.

```
var intervalThreadcl; function autoRefreshcl() { if(!myPopupcl || myPopupcl == null || myPopupcl.closed) { window.location.reload(true); clearInterval(intervalThreadcl); } } function openSedLinkPopupcl(url) { myPopupcl = window.open(url, "_blank", "width=800px, height=600px,scrollbars=yes,resizable=yes,toolbar=no,titlebar=no,menubar=no,location=no,status=no"); intervalThreadcl = setInterval(autoRefreshcl, 500); } </script>
```

Read more

- [Catalogue of French statutory and regulatory measures applicable to the marketing of shares or units in foreign UCITS in France](#)
- [Collecting 'know-your-client' information](#)

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