

**PUBLIC AWARENESS OBJECTIVE (FINANCIAL SERVICES ACT 2010)  
INSTRUMENT 2010**

**Powers exercised**

- A. The Financial Services Authority makes this instrument in the exercise of:
- (1) the powers and related provisions in the following sections of the Financial Services and Markets Act 2000 (“the Act”):
    - (a) section 138 (General rule-making power);
    - (b) section 156 (General supplementary powers); and
    - (c) section 157(1) (Guidance); and
  - (2) the other powers and related provisions listed in Schedule 4 (Powers exercised) to the General Provisions of the Handbook.
- B. The rule-making powers referred to above are specified for the purpose of section 153(2) (Rule-making instruments) of the Act.

**Commencement**

- C. This instrument comes into force on 11 November 2010.

**Amendments to the Handbook**

- D. The modules of the FSA’s Handbook of rules and guidance listed in column (1) below are amended in accordance with the Annexes to this instrument listed in column (2).

(1)	(2)
Glossary of definitions	Annex A
General Provisions (GEN)	Annex B
Supervision manual (SUP)	Annex C
Credit Unions sourcebook (CRED)	Annex D
Professional Firms sourcebook (PROF)	Annex E

**Citation**

- E. This instrument may be cited as the Public Awareness Objective (Financial Services Act 2010) Instrument 2010.

By order of the Board  
10 November 2010

**Annex A****Amendments to the Glossary of definitions**

In this Annex, underlining indicates new text and striking through indicates deleted text.

*regulatory objectives* (as described in sections 2(2) and 3 to 6 of the *Act*):

- (a) market confidence;
- (b) ~~public awareness~~; [deleted]

...

**Annex B****Amendments to the General Provisions (GEN)**

In this Annex, underlining indicates new text and striking through indicates deleted text.

- 4.2.1 G The purpose of this chapter is to build upon *Principle 7* (Communications with clients), which requires a *firm* to pay due regard to the information needs of its *clients*. This chapter requires the provision of appropriate minimum information about the identity of the regulator that authorised a *firm*. It also governs the way in which a *firm* may describe its regulation by the *FSA*. This assists in the achievement of the *regulatory objectives* of consumer protection, ~~public awareness and~~ market confidence and financial stability.

## Annex C

### Amendments to the Supervision manual (SUP)

In this Annex, underlining indicates new text and striking through indicates deleted text.

- 1.1.3 G The design of these arrangements is shaped by the *regulatory objectives*. These are set out in section 2 of the *Act* (The Authority's general duties) and are:
- (1) ...
  - (1A) ...
  - (2) ~~promoting public understanding of the *UK financial system*;~~  
[deleted]
  - ...
- ...
- 1.3.3 G The impact of a *firm* is assessed by reference to a range of factors derived from the *regulatory objectives*, including:
- (1) ...
  - (1A) ...
  - (2) ~~the extent to which the *firm* may pose risks to the achievement of the objective of promoting public understanding;~~ [deleted]
  - ...

**Annex D****Amendments to the Credit Unions sourcebook (CRED)**

In this Annex, underlining indicates new text and striking through indicates deleted text.

- 14.1.4 G The design of these arrangements is shaped by the *regulatory objectives*. These are set out in section 2 of the *Act* (The Authority's general duties) and are:
- (1) ...
  - (1A) ...
  - (2) ~~promoting public understanding of the *UK financial system*;~~  
[deleted]
  - ...

**Annex E****Amendments to the Professional Firms sourcebook (PROF)**

In this Annex, underlining indicates new text and striking through indicates deleted text.

- 1.1.6 G The *rules* and *guidance* in this sourcebook are intended to:
- (1) ...
  - (2) ~~promote public understanding of the UK financial system~~ secure the appropriate degree of protection for consumers by ensuring that the *clients* of an *exempt professional firm* are made aware that the firm is not an *authorised person*;
- ...