

## Advertising in favor of the gold buy-back activity

### Preamble

*The aim of this doctrine paper is to lay down the rules that advertising professionals (advertisers, agencies, advertising media and corresponding members, such as professional organizations) have chosen to abide by in order for advertising regarding gold buy-back activities aimed to the consumer - who will have the status of the seller during the commercial operation - to take into account social responsibility concerns. It is recalled that the activity of gold buy-back is strictly regulated.*

*Indeed, the General Tax Code provides for a declaration of activity to the guarantee office having territorial jurisdiction, a log book enabling the authorities to carry out the necessary checks to ensure the traceability of precious metals pieces and limit the risk of stolen goods fencing. The Monetary and Financial Code provides, in particular, for the verification of the identification of customers when there is no physical representation, as well as for the declaration to Tracfin - the department of Intelligence processing and action against clandestine financial service - in order to identify atypical transactions.*

*Finally, all transactions are subject, for the seller, to a declaration to the tax authorities and to the payment of a tax. In addition, in the context of a remote gold buy-back transaction, the professional offering gold buy-back shall make available to the public, by any means, information relating to the maximum insured value for the consignment.*

### 1. Scope

This doctrine paper refers to advertisements relating to gold buy-back activities, whatever their form and format, and whatever their mediums of distribution.

### 2. Advertising Precautions

Professionals commit to communicating on this subject in a responsible way, by developing and disseminating advertisements that conciliate the free expression of advertising and the protection of audiences, in particular vulnerable ones or those lacking information regarding this type of activity.

In addition to the applicable laws on advertisement for gold buy-back activities and all the ARPP Recommendations, in particular the Advertising Prices Recommendation and, if applicable, the notices and references one, the professionals concerned commit to respecting the following ethical rules:

- 2-1 Transparency and identification of the advertiser

The advertiser making the advertisement must be clearly identified or identifiable. This identification must be readable and / or audible and easy to access for any consumer.

The consumer must be able to identify the advertiser directly in the advertisement and verify his identity by means of legal notice.

The advertising shall state, by any means, that the transaction related to the gold buy-back is subject to a tax obligation for the seller (receipt, information ...).

- 2-2 Clarity, loyalty and veracity of advertising

Any reference to positioning, claims or testimonials must be based on objective, proportionate, truthful and verifiable elements. It must not be presented in a deceptive or abusive manner. The content of the advertisement and the alleged promises must be truthful and comply with the principle of loyalty.



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- 2-3 Social responsibility and protection of minors

Advertising relating to the gold buy-back activity must not in any way suggesting that a cash payment is possible.

In order to avoid any litigious situation, any visual or oral presentation of cash must, therefore, be accompanied by information indicating that cash payment is not authorized. Advertising for gold buy-back activities must not, in any way, target minors, given their legal inability to have access or to subscribe to them.

A perfectly legible and / or audible information stating that the activity of gold buy-back is prohibited for minors must also be indicated in the advertisements.