

## Payday lending – illustration of proposed disclosure requirements

### Illustrative example of lead generator dialogue box


**Lead Generator A example**

- We are a broker, not a lender
- We sell your application details on the best terms for us rather than you
- This may not result in an offer of the cheapest loan available to meet your needs.

Do you wish to proceed?      Yes      No

Source: CMA.

### Example presentation of the availability of a summary by SMS (129 characters)

 **Messages**

**LENDER A.COM**  
Payment of £304.12 has successfully been taken for your loan. Log-on to [LenderA.com](http://LenderA.com) to review the cost of this and previous loans.

Source: CMA

## Example presentation of a summary of the cost of borrowing provided through a borrower's account

[Home](#) | [How it works](#) | [How much does it cost](#) | [About us](#) | [My Account](#)

▼ [John Smith](#)

LenderA.com

[My Account](#)

[Sign out](#)

Welcome back John,

Please review the information below before continuing:

You repaid your last loan of £260 on 3 July 2014.

- The cost of your loan was **£44.12** which includes **£15 of late fees** because you were late in repaying.
- You paid in a single instalment

In the previous 12 months you have taken out 4 loans with us which have cost you **£167.47** in total. By repaying on time you would have saved **£30.72**.

[\[+\] Click here for more detailed borrowing history](#)

You can check if you are getting the best loan for your borrowing needs on [www.paydaypricecomparison.com](http://www.paydaypricecomparison.com) an independent accredited price comparison site

I confirm that I have reviewed  
this information

Source: CMA.