



Book III - Service providers

Title I - Investment services providers

Chapter IV - Conduct of business rules

Section 3 - Assessment of the suitability and appropriateness of the service to be provided

General regulation of the AMF

Article 314-8 into force since 03 January 2018

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Article 314-8

For the purposes of 2° of III of Article L. 533-13 of the Monetary and Financial Code, a service may be deemed to have been provided at the client's initiative if the client requests it following any communication containing a promotion or offer of financial instruments made by any means and which is nature a general communication addressed to the public or a broader group or category of clients.

A service may not be deemed to have been provided at the client's initiative if the client requests it following a personalised communication addressed to him by the investment services provider or in its name that invites the client, or attempts to invite the client, to take an interest in a given financial instrument or transaction.

📌 Version into force since 3 January 2018