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## **The ACPR and AMF recall that the label 'Plate-forme de financement participatif régulée par les autorités françaises' (crowdfunding platform regulated by the French authorities) is a collective mark that can only be used under conditions defined in its Regulations for use**

**Using the label 'Plate-forme de financement participatif régulée par les autorités françaises' informs the public that the platform is fully subject to the new framework applicable to crowdfunding and that it is committed to following the conditions for using the mark defined in its Regulations for use approved by the Minister for Finance and Public Accounts and the Minister for the Economy, Industry and Digital Affairs.**

Using the label "Plate-forme de financement participatif régulée par les autorités françaises" informs the public that the platform is fully subject to the new framework applicable to crowdfunding and that it is committed to following the conditions for using the mark defined in its Regulations for use approved by the Minister for Finance and Public Accounts and the Minister for the Economy, Industry and Digital Affairs.

Crowdfunding is a financing method enabling funds to be raised from a large number of people, with a view to financing a project. It operates through a website and can take various forms such as an interest-bearing or interest-free loan, a donation with or without consideration, or even a subscription of securities.



The ACPR and AMF recall that the use of the label is reserved only for:

- crowdfunding intermediaries (IFPs) as well as crowdfunding advisers (CIPs) upon registration with ORIAS;
- investment services providers (PSIs) upon approval by the ACPR to provide investment advisory services and subject to providing securities offerings via a progressive-access website<sup>(1)</sup>.

This label can only be placed on the pages of their website and on any promotional materials directly related to crowdfunding activities, any

other use is forbidden.

The French General Directorate for Competition, Consumer Affairs and Fraud (DGCCRF) may choose to verify that the label is being used correctly. Abusive or non-compliant use of the label may result in legal action, either civil or criminal.

The ACPR and AMF also recall that the new framework applicable to financing prescribes that platforms with IFP, CIP or PSI status (authorised to provide investment advisory services and having a progressive-access website) are subject to organisational and conduct-of-business rules, particularly in terms of information made available to people planning on financing a project.

Within the scope of their respective monitoring tasks, the ACPR, DGCCRF and AMF shall ensure that these platforms comply with these rules.

#### *About the AMF:*

*The AMF is an independent public authority responsible for ensuring that savings invested in financial products are protected, providing investors with adequate information and supervising the orderly operation of markets. Visit our website [www.amf-france.org](http://www.amf-france.org)*

#### *About the ACPR:*

*An independent administrative authority affiliated with the Banque de France, the Autorité de contrôle prudentiel et de résolution (French Prudential Supervisory Authority) is responsible for authorising and supervising the banking and insurance sectors in France in the interest of their customers and the stability of the financial system.*

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📌 ORIAS website

### Keywords

FINANCIAL DISCLOSURES & CORPORATE FINANCING

[1] A progressive-access website means that an Internet user has to, on the one hand, register and agree to the risks they undertake to gain access to details of the securities offerings, and on the other, answer questions before subscribing concerning their experience, knowledge of finance, family situation, assets, professional status and objectives.

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08 March 2022

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