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HOMWORKING SCHEMES



Principle

Homeworking scheme advertisements must neither mislead the audience nor exploit the susceptibilities or credulity of those seeking work.

Definition

Homeworking schemes are employment opportunities requiring participants to make articles, perform services or offer facilities at or from home. Participants can be self-employed or employed by a business.

Rules

24.1 Advertisements must not give a misleading impression of how homeworking schemes work or of the likely remuneration. Advertisements must make clear conditions, obligations or limitations that could reasonably be expected to influence a decision to participate in the scheme.

24.2 No homeworking scheme may be advertised:

24.2.1 if a charge or deposit is required to obtain information about the scheme

24.2.2 **Television only** – if it involves a charge for raw materials or components or

24.2.3 **Television only** – if the advertiser offers to buy goods made by the homemaker.