

## Straight Talking

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This article examines guidance provided by the Financial Conduct Authority (FCA) on customer communication, including social media, encouraging clearer, more easily understood messaging. There are still unanswered questions about compliance and disclaimers. However, the FCA's overarching message for consumer communications is to use relevant technology and communication channels and keep messages brief, in plain English and focused on the needs of the target audience.

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### CONTACTS

For more information, contact your Katten attorney or any of the following attorneys.



**Neil Robson**

+44 (0) 20 7776 7666

[neil.robson@katten.co.uk](mailto:neil.robson@katten.co.uk)

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