

## WEBSITE LANGUAGE CHECKLIST V 1.6



**WHY:** We created this easy-to-follow checklist to keep your sites updated with recent federal guidelines. One of the most important guidelines is the unfair, deceptive, or abusive acts or practices to consumers (called UDAAP). This means publishers misrepresenting themselves as lenders or brokers, or misrepresenting the lead distribution model as a service that assesses the best/right lender for that particular consumer are violating UDAAP. This can lead to hefty fines for publishers, lead aggregators and lenders.

PROHIBITED TERMS AND PHRASES	
NOT ALLOWED	ALTERNATIVES
<b>BEST/LOWEST/SEARCH/MATCHING</b> language is not allowed because it implies that the borrower's situation is assessed and used to match them with the right lender. The ping tree does not work that way.	
"We find you the <b>best</b> lender" "We search for the <b>lowest</b> rates" "We <b>match</b> you with the lender <b>based on your circumstances</b> " "Get <b>matched</b> to the <b>best</b> lenders with <b>great rates</b> "	"We partner with a long list of lenders" "We help you connect with a lender" "We connect you with one of several lenders in our network"
Most lenders will pull some sort of credit. Even if it's not the "big three" credit bureaus, it's still a <b>CREDIT CHECK</b> .	
"No Credit Check"	[No alternative]
<b>YOU ARE NOT THE LENDER.</b> Anything that suggests you lend, determine payments, approve or fund a loan is a UDAAP violation	
"We will <b>approve</b> your loan" "We <b>fund</b> your loan"	"Your lender will approve your loan" "Your lender will fund your loan"
Unless you already pulled credit, you are not allowed to use " <b>PRESCREENED</b> ", " <b>PREQUALIFIED</b> " or " <b>PREAPPROVED</b> "	
"You have been <b>preselected</b> [or <b>prescreened</b> ] to get this offer" "You are <b>prequalified</b> ..."	[No alternative]
Any references to <b>TIME (DAYS/MINUTES/HOURS)</b> must be qualified so it's not a guarantee or promise.	
"Get approved <b>immediately</b> [or in <b>5 minutes</b> ]" "Your loan will fund <b>same day</b> [or <b>next day</b> ]"	"Get lender-approval in <b>as fast as 5 minutes</b> " "Your lender can fund your loan <b>as soon as the next business day</b> "
Don't overpromise anything. If you do, you're liable. Even secure government networks have been hacked. Never promise <b>100%</b>	
" <b>100% secure</b> "	"Your information is safe and secure" "We use industry leading security to protect your information"
Most lenders do not offer flexible payment options. Mentioning flexible payment terms is a UDAAP violation.	
" <b>Flexible</b> payment options" "Payment <b>terms that fit</b> your situation"	[No alternative]
Apply and Application should be avoided UNLESS publisher is a licensed DIRECT LENDER (this must be documented). Furthermore, taking an application (even as a publisher) may require you to provide a Notice of Adverse Action under Regulation B.	
" <b>Apply</b> now" "Submit your <b>application</b> today" " <b>Search</b> 100+ lenders with one simple <b>application</b> "	"Get started now" "Submit your information today" "Connect with one of multiple lenders through one simple form"
Trademark Infringement (TMI)	
You are not allowed to bid on, display in ads or on websites, or hide (for SEO) any trademark of another party. Derivatives or misspelling of trademarks that are deceptively similar is strictly prohibited (ex: Leadz Markit).	

REQUIRED INFORMATION	
MUST HAVE	EXPLANATION/EXAMPLES
PRIVACY POLICY	Every website must have a privacy policy on the home page. It must explain what information is collected, how it is used.
TERMS OF USE (TOU)	TOU is your "contract" between you and the consumer. It should explain what happens when they submit info through your website.
DISCLAIMER – Unless you're a direct lender, you MUST make it clear that <b>you are NOT a lender</b>	"[XYZ] is not a lender, does not take applications or make loans or credit decisions. We are not an agent, representative or broker of any lender. We provide a service to connect you to a lender from our network. We do not control and are not responsible for any lender's actions or decisions."
TCPA AND MARKETING CONSENT LANGUAGE	"By clicking [this button] I give my written consent to receive SMS/text messages and autodialed or prerecorded calls from you and your marketing partners at the telephone number I provided. I understand my consent is not a condition of obtaining a loan."

For more information on best practices see [OLA's Best Practices](#) or email us at [compliance@leadsmarket.com](mailto:compliance@leadsmarket.com).

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