What warning?

Observations about mandated warnings on payday lender websites

Consumer Action Law Centre August 2013



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About this report

Consumer Action is an independent, not-for-profit, campaign-focused casework and policy organisation. Consumer Action offers free legal advice, pursues consumer litigation and provides financial counselling to vulnerable and disadvantaged consumers across Victoria. Consumer Action is also a nationally-recognised and influential policy and research body, pursuing a law reform agenda across a range of important consumer issues at a governmental level, in the media, and in the community directly.

Research for this report was undertaken in April, June and August 2013, and involved a desktop review of seven market leaders in the short term credit loan industry. All dates on which the websites were accessed are recorded with each screenshot as a record of the site at the time of viewing.

For more information, contact campaigns@consumeraction.org.au

Payday lending reforms and warnings

Many low income earners take out payday loans to pay basic living costs but then find they can't afford essentials like food and rent. So they take another payday loan which, if they can't make the repayments, sends them into a spiral of debt. Given the risks involved, the Federal Government enacted new laws regulating payday loans or 'small amount credit contracts' in 2012. The new requirements include mandated warnings that are designed enable consumers to consider alternative and lower cost options before committing to a payday loan.

While consumer advocates pushed for more stringent protections, Consumer Action Law Centre welcomed the Consumer Credit Legislation Amendment (Enhancements) Act 2012 (Cth) (the Enhancements Act) which nationally regulated payday lending for the first time. The legislation imposed caps on the cost of credit and new responsible lending standards, in addition to the mandatory warnings. These warnings, which are required to be provided on lenders' websites, in stores and during telephone discussions, came into effect on 1 March 2013.

Consumer Action Law Centre supports changes that ensure consumers have clear and visible information about the true cost of payday loans, with associated warnings. However, we are concerned that lenders' implementation of the new requirements are not necessarily ensuring that consumers are provided with sufficient warning. While not assessing compliance with the letter of the law, this report assesses lenders' website warnings and makes findings about their effectiveness from a consumer perspective.

Warnings—legislative requirements

Section 124B of the *National Consumer Credit Protection Act 20090* (Cth) (**NCCPA**) requires that a credit licensee who provides, or is able to provide, credit assistance in relation to small credit contracts must ensure that any website of the licensee complies with the requirements prescribed by the regulations. Similarly, section 133CB of the NCCPA imposes the same obligation on a licensee who enters into, or is able to enter into, small amount credit contracts under which it is the credit provider.

Regulation 28XXB of the *National Consumer Credit Protection Regulations 2010* (Cth) prescribes two sets of specific requirements in relation to warnings on a licensee's websites. A full copy of the regulation is attached as an appendix.

The first requires that a webpage which contains information about the benefits or characteristics of small amount credit contracts must contain a hyperlink, in the form of a boxed icon and the words "Warning about Borrowing" as displayed below:

△Warning about Borrowing

The text in this box must be displayed in a size that is not smaller than it would appear on the webpage using Arial font and 12 points in size. When this hyperlink is clicked, it must open up a warning.

The warning required by these regulations must use the Arial typeface and, unless otherwise mentioned, be displayed in a size not smaller than 10 point Arial font. The warning must be as set out in Schedule 9 and requires the words "WARNING - Do you really need a loan today?" to be displayed at the start of the warning and in bold font. The full text of the warning is as follows:

△ Do you really need a loan today?*

It can be expensive to borrow small amounts of money and borrowing may not solve your money problems.

Check your options before you borrow:

- For information about other options for managing bills and debts, ring 1800 007 007 from anywhere in Australia
 to talk to a free and independent financial counsellor
- Talk to your electricity, gas, phone or water provider to see if you can work out a payment plan
- If you are on government benefits, ask if you can receive an advance from <u>Centrelink</u>: Phone: 13 17 94

The Government's MoneySmart website shows you how small amount loans work and suggests other options that may help you.

* This statement is an Australian Government requirement under the National Consumer Credit Protection Act 2009.

The second set of requirements relate to an access point or link that would take a person to a webpage where the person can apply for a small amount credit contract. Here, a warning must immediately appear when such an access point or link is clicked. An application form for a small amount credit contract must not be able to be accessed until the identical warning to that described above is closed or acknowledged.

The explanatory memorandum to the bill that introduced these legislative requirements into parliament states that the "disclosure requirements will consist of a short, high-impact statement advising of the availability of both sources of assistance and alternative no cost or low cost sources of credit". The Minister for Financial Services and Superannuation, in his second reading speech introducing the bill, stated:

"we think more could be done to encourage consumers to utilise other cheaper options. There are currently cheaper alternatives to small-amount loans, such as Centrelink advances, utility hardship programs from the large utility companies, and no-interest and low-interest microfinance schemes. Under these reforms small-amount lenders will be required to disclose the availability of these options to their customers. And lenders who generate their businesses from websites will be required to provide a link to the ASIC website at moneysmart.gov.au."

It is with these purposes in mind that this report has been developed.

Findings and recommendations

Consumer Action reviewed the online warnings of Nimble, Money 3, Cash Converters, Cash Store, Cash Train, Credit24 and Teleloans, all of which had attempted to introduce warning disclosures. While not assessing compliance with the legislative requirements, our review identified a number of areas of concern with some websites, including:

- Warnings did not appear to display in a way that would attract consumer attention;
- Warning text seemed to be incorrect or incomplete; and
- In some instances, a consumer did not appear to have to acknowledge warnings before accessing a loan application.

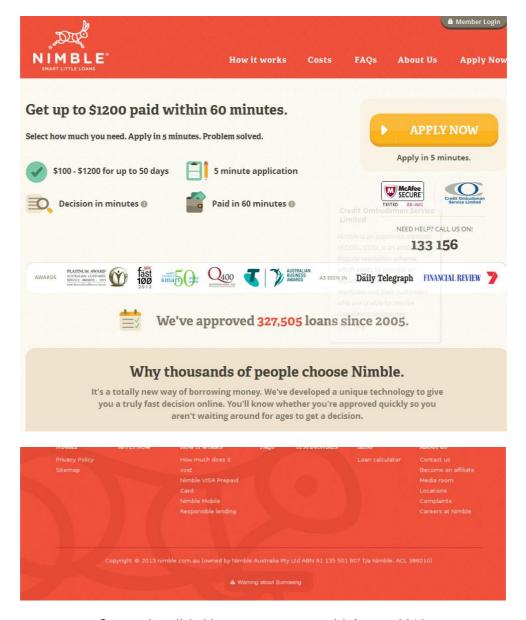
Our experience in reviewing websites found that we were not drawn to some warnings because the warning was in difficult to read font, or at the bottom of the website requiring us to scroll down the page to find it. We found one warning particularly difficult to see because it was in the same colour as the background.

This review looks at only a small number of online payday lenders, but demonstrates that a broader investigation by the Australians Securities and Investments Commission (ASIC) is warranted. Consumer Action considers that ASIC is well placed to commence a detailed investigation of the online lending market in order to more closely assess online payday lenders' compliance with the disclosure requirements. Further, should such a study reveal compliance, we believe that warnings should be "consumer tested" to confirm that the requirements do indeed result in consumers being aware of the high-cost of, and alternatives to, payday lending. Such consumer testing can inform the effectiveness of the regulatory requirements in achieving their end.

Consumer Action also urges ASIC to publicise findings of lenders' compliance with the disclosure requirements, and undertake enforcement action where appropriate. This may include suspension of the credit licenses and websites of the businesses that do not comply with the regulations, or other remedies as appropriate.

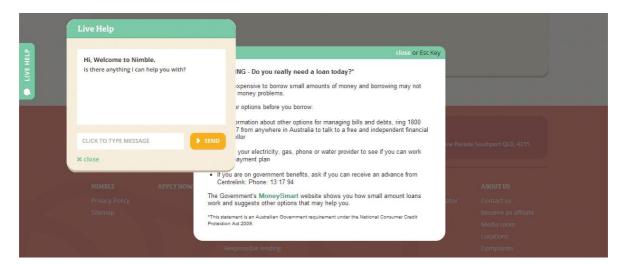
Nimble

Nimble's "Warning About Borrowing" appears to use the correct form and wording, but the warning itself is located at the bottom of the webpage and not clearly visible within the active viewing pane. That meant we had to scroll down to find it. As it was also in the same colour as the background, it was difficult to find and read.



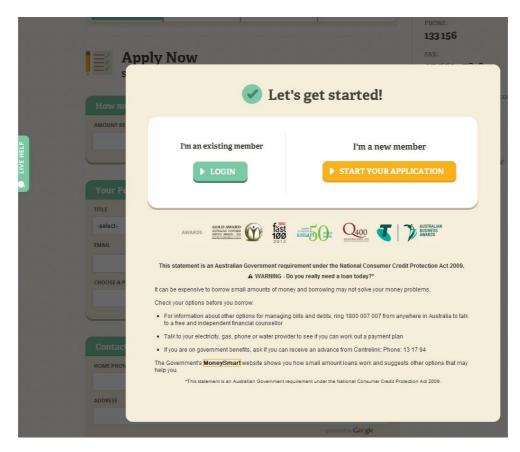
Source: http://nimble.com.au accessed 9 August 2013

We also found that after clicking the "Warning About Borrowing" link, the warning advice was partially obscured by a "Live Help" button that appears to pop up if there is a time lapse between opening the warning and taking any action.



Source: https://nimble.com.au/ accessed 26 June 2013

Clicking the 'Apply Now' button on Nimble's home page produced a pop up with the prescribed information; however the placement of the buttons to "start your application" above the warning text drew our attention away from that critical information.

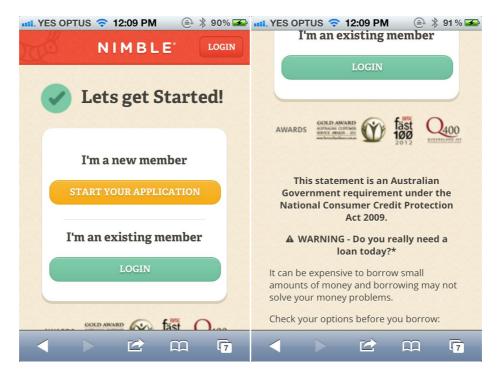


Source: https://nimble.com.au/Apply/ accessed 26 June 2013

Under the law, an application form for a loan should not be accessible until the warning is "closed or acknowledged". The regulation appears to contemplate that a user will interact

with the warning in some way. Here, however, we found that we did not really interact with the warning, but rather were invited to make a selection as to whether we were an existing or new member.

Nimble also has a mobile site that allows consumers to apply for a loan. When we viewed the site, we had to scroll down to view the warning, which lessened its impact. Similar to the main website, when clicking "Get started now" or "Apply now", the mobile site allows you to "start your application" or "login" before scrolling down to view the warning.



Source: https://nimble.com.au/Apply/NCCP/ accessed 11 April 2013

Money3

Money3's "Warning About Borrowing" is located at the bottom of the page, away from the Apply Now buttons.

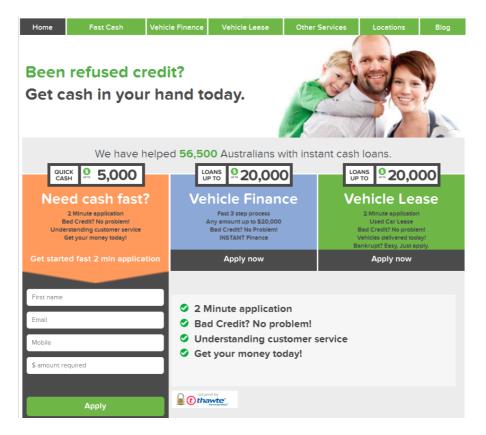


Source: http://www.money3.com.au/ accessed 9 August 2013

When we first visited the Money3 website in June 2013, we found that the "Warning About Borrowing" icon that appeared on Money 3's website was just a graphic that did not open the prescribed warning. When we checked

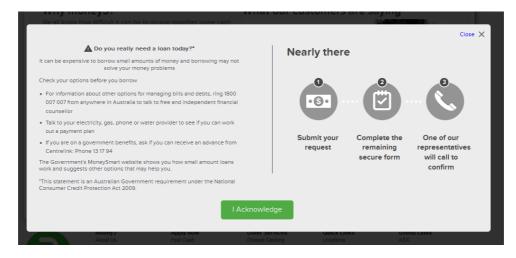
again in August, Money 3 had updated their entire website and now had an active link to the "Warning about Borrowing" icon.

We clicked the "Apply Now" button in the prominent "Need cash fast?" boxed section. A drop down menu appeared, asking us for our name, email address, mobile number and amount required and click 'apply', at which point the warning pop up appeared. We only had to acknowledge the warning after providing personal application information, rather than before beginning the application process.



Source: http://www.money3.com.au/ accessed 9 August 2013

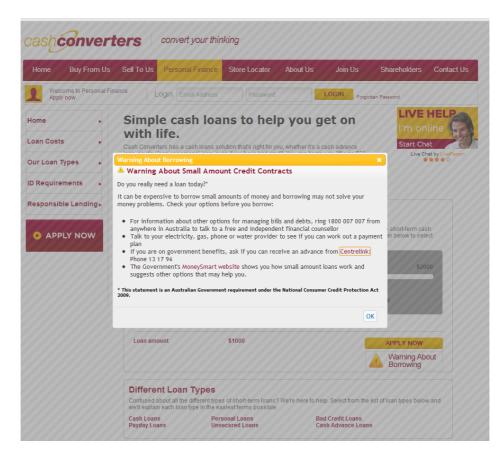
We also noticed that the pop up box that appeared did not use the word "WARNING", the key term to alert consumers to important information.



Source: http://www.money3.com.au/ accessed 9 August 2013

Cash Converters

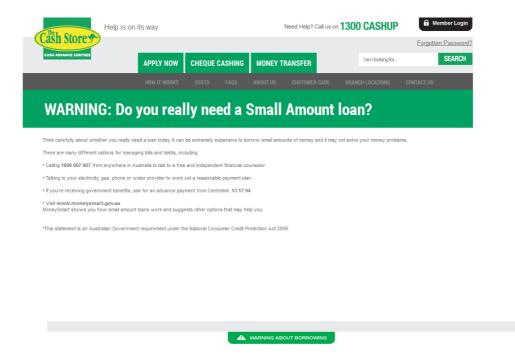
Cash Converter's home page has the required "Warning about Borrowing" at the bottom right of the page, below the box containing the information "Need a loan? and "Apply online now". When we clicked "Apply now", the correct warning text pops up and we had to accept the warning before proceeding with the loan.



Source: https://cashloans.cashconverters.com.au/ accessed 26 June 2013

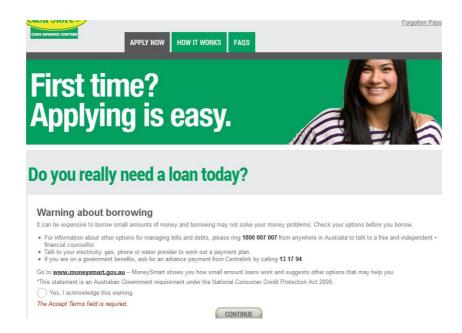
The Cash Store

Cash Store's website has the "Warning About Borrowing" information placed at the bottom of the main page in theme colours, perhaps lessening its "high impact". It was nevertheless reasonably easy to see and the text that followed on a stand-alone webpage was as we would expect from reading the regulatory requirements.



Source: http://www.cashstore.com.au/warning-about-borrowing accessed 9 August 2013

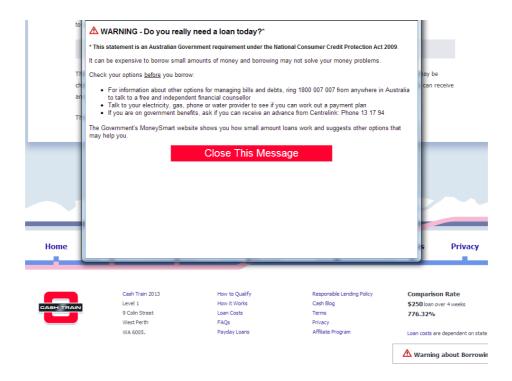
When we pressed "Apply now", a new page opened with the required warning which required us to tick "Yes, I acknowledge this warning" before moving to the application".



Source: https://www.cashstore.com.au/applications accessed 9 August 2013

Cash Train

Cash Train's website warning was difficult to find, as it was down in the bottom right hand corner of the website. The main page has a lot of text and it takes a long time to scroll to the bottom, meaning that the warning is some distance from the 'Apply now' button, which appears three times before the warning button is eventually seen. The text of the warning itself does appear to meet the regulatory requirements.



Source: http://www.cashtrain.com.au/ accessed 26 June 2013

Cash Train's website also has another warning just above this one as part of its main text, entitled "Financial Health Warning". The text here is not the same as that required by the regulations, but the warning concludes with "This statement is in line with our responsible lending obligations under the National Consumer Credit Protection Act 2009". We consider that a consumer who reviews this home page is far more likely to see this "Financial Health Warning" rather than the more complete "Warning about Borrowing" pop-up below it.



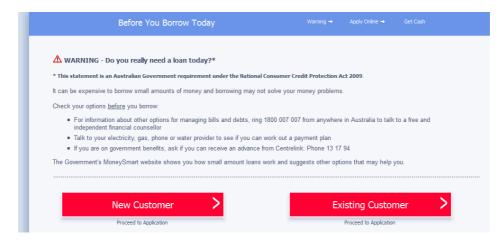
This website only offers short term loans. Short term loans can be expensive and may not solve your money problems. There may be cheaper borrowing options and/or other assistance available to you. For example, if you are on Government benefits, ask if you can receive an advance from Centrelink. To decide if this product is right for you, please review our website carefully.

This statement is in line with our responsible lending obligations under the National Consumer Credit Protection Act 2009.



Source: http://www.cashtrain.com.au/ accessed 20 August 2013

When we clicked the "Apply Now" button on the main webpage, we found the warning page was combined with the start of the application process. We were encouraged to click through as either a new or existing customer, using one of two prominent red buttons to choose from. The warning text displayed on this page doesn't require specific acknowledgement of the warning before accessing the loan form. We would have expected that the application form can only be accessed after the warning is closed or acknowledged.



Source: https://www.cashtrain.com.au/application.php as at 9 August 2013

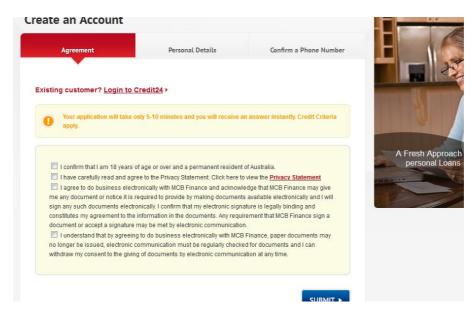
Credit 24

Credit24's home page displays the "Warning about Borrowing" pop-up link at the very bottom, right-hand corner of the page. We consider it could be easily missed by many consumers reviewing this page. When the "Warning about Borrowing" is clicked, the text that appears on the next page does not use the word "WARNING", which may serve to limit its effectiveness.



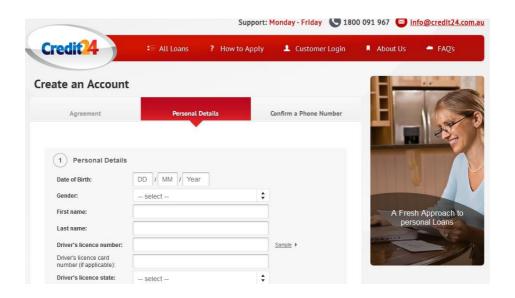
Source: http://www.credit24.com.au/do-you-really-need-loan-today accessed 9 August 2013

After clicking "Apply now" on the home page, we were sent to a consent page where we were asked to tick a box and confirm age, consent to the privacy statement, and accept an agreement to do business electronically.



Source: https://www.credit24.com.au/register.html/register accessed 9 August 2013

After ticking these boxes, we were directed to the next page which contained an application form asking for personal details. This suggests that the loan application process has begun, before any warnings have been opened and/or acknowledged.



Source: https://www.credit24.com.au/?wicket:interface=:6:1::: accessed 9 August 2013

Teleloans

Teleloans' front page is a "New Personal Loan" application form, which allowed us to immediately begin the application process for a short term credit contract. No warnings were made clearly available before this application form could be accessed.



Source: http://teleloans.com.au accessed 9 August 2013

A warning symbol appears at the bottom of the main webpage, but the required text "Warning about Borrowing" is absent. Clicking on the warning icon, we were directed to the bottom of the Policies webpage, which does have the required warning text.



Source: http://teleloans.com.au accessed 9 August 2013

Appendix

Regulation 28XXB of the National Consumer Credit Protection Regulations 2010 (Cth)

28XXB Small amount credit contracts—requirements for warning on licensee's website

For paragraphs 124B (1) (b) and 133CB (1) (b) of the Act, the requirements for a licensee's website are as follows:

- (a) a hyperlink, in the form of a boxed icon and the words 'Warning about Borrowing', must appear on the homepage and any webpage which contains information about the benefits or characteristics of small amount credit contracts and be displayed in a size that is not smaller than it would appear on the webpage using Arial font and 12 points in size;
- (b) the hyperlink must be in the form shown in Schedule 8;
- (c) the hyperlink must open a warning;
- (d) the warning must:
 - (i) be as set out in Schedule 9; and
 - (ii) use the typeface known as Arial; and
 - (iii) unless otherwise illustrated in Schedule 9, be displayed in a size that is not smaller than it would appear on the webpage using Arial font and 10 points in size; and
 - (iv) include the words 'WARNING Do you really need a loan today?':
 - (A) at the start of the warning; and
 - (B) in bold font; and
 - (v) include the words 'This statement is an Australian Government requirement under the National Consumer Credit Protection Act 2009', displayed in a size that is not smaller than it would appear on the webpage using Arial font and 8 points in size;
- (e) an identical warning must immediately appear when a person clicks on an access point or link that would take the person to a webpage where the person can apply for a small amount credit contract:
- (f) an application form for a small amount credit contract must not be able to be accessed until the identical warning is closed or acknowledged.

Example for paragraph (f)

The acknowledgement can be done by clicking on a 'progress with application' button offered on the page.

Source: http://www.comlaw.gov.au/Details/F2012L02429 accessed 20 August 2013

Schedule 8—Form of hyperlink

(paragraph 28XXB(b))

△Warning about Borrowing Schedule 9—Warning about small amount credit contracts —warning on websites

(subparagraph 28XXB(d)(i))

 ⚠ Do you really need a loan today?*

It can be expensive to borrow small amounts of money and borrowing may not solve your money problems.

Check your options before you borrow:

- For information about other options for managing bills and debts, ring 1800 007 007 from anywhere in Australia
 to talk to a free and independent financial counsellor
- Talk to your electricity, gas, phone or water provider to see if you can work out a payment plan
- If you are on government benefits, ask if you can receive an advance from <u>Centrelink</u>: Phone: 13 17 94

The Government's MoneySmart website shows you how small amount loans work and suggests other options that may help you.

* This statement is an Australian Government requirement under the National Consumer Credit Protection Act 2009.

Source: http://www.comlaw.gov.au/Details/F2013C00471/Html/Text# Toc362271330 accessed 20 August 2013