

PwC Plus Article

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ESMA and NCAs to look at marketing of financial products

ESMA, the EU's financial markets regulator and supervisor, is launching a common supervisory action (CSA) with national competent authorities (NCAs) on the application of MiFID II disclosure rules with regard to marketing communications across the EU.

Keywords

Anlegerschutz, Asset & Wealth Management Aufsicht, Marketing und Targeting, MiFID II, Wertpapieraufsicht (International), investment firms

FS-sector(s)

Banking & Capital Markets, Asset & Wealth Management

Topics

Risk & Regulation

Issuing Body

ESMA - European Securities and Markets Authority