

12 Endeavour Square
London
E20 1JN

Tel: +44 (0)20 7066 1000
Fax: +44 (0)20 7066 1099
www.fca.org.uk

Date: 27 November 2020

Our Ref: FOI7762

Dear

Freedom of Information: Right to know request

Thank you for your email of 30 October 2020, in which you asked (please note we have numbered your request for ease of responding below):

- 1. How many clone firm warnings has the FCA issued in 2015, 2016, 2017, 2018, 2019 and so far in 2020?*
- 2. Of these, how many involved the use of a paid advert on a search engine or social media platform?*
- 3. On a month-by-month basis, how much has the FCA spent on search engine adverts between 2015 and October 2020?*

We have processed your request in line with the provisions of the Freedom of Information Act 2000 (FOIA) and will respond to each question in turn below.

Question 1

The below table sets out the number clone firm warnings the FCA issued for each of the years requested:

Year	No of clone warnings issued
2015	92
2016	127
2017	111
2018	303
2019	365
2020 ¹	395

Question 2

¹ Figure up to 17 November 2020

We do not hold this information as we have not used paid search in relation to clone firms.

Question 3

We have interpreted this question to be asking for the monthly spend on search engine adverts for clone alerts between 2015 and 2020.

We do not hold this information as there is no spend associated with those alerts.

Your right to complain under FOIA

If you are unhappy with this response, you have the right to request an internal review. To do so, please contact us within 40 working days of the date of this response at FreedomofInformationAppeals@fca.org.uk.

If you are not content with the outcome of the internal review, you also have a right of appeal to the Information Commissioner by phone or on their website at:

Telephone: 0303 123 1113

Website: www.ico.org.uk

Yours sincerely

Information Disclosure Team
Financial Conduct Authority