

— FREE CHECKLIST FOR REGULATED FIRMS

What a JFSC-regulated firm must show on its website

A compliance checklist for your next website review

A regulated firm's website is an advertisement, and it is held to rules most websites never meet. This is a practical summary of the ones that shape a site.

Checked against Jersey legislation in September 2026. Not legal or compliance advice: your compliance officer and your sector's code of practice have the final word.

Your website is an advertisement

The Financial Services (Advertising) (Jersey) Order 2008 covers online material for investment, trust company, general insurance mediation, fund services and AIF services business. A full website is in scope.

Say who you are

Name the firm issuing it, and the service provider if different, with a postal or electronic address.

Clear, fair, not misleading

The words, the figures and the impression the page gives as a whole.

Name your regulator

State that you are regulated by the Jersey Financial Services Commission, in your sector code's wording.

Keep records for ten years

Copies of advertisements, web pages included. Keep dated copies whenever a page changes.

EASY TO GET WRONG

- **The JFSC logo.** We found no rule allowing firms to use it, and nothing may imply the JFSC approves your services. Not without written consent.
- **"Guaranteed"** next to investments or returns. The codes warn firms to take great care with language like this.
- **Out-of-date pages.** A three-year-old fees page or team list is still an advertisement. Date anything that can go stale.
- **AML-only registration.** If you are only registered for anti-money-laundering supervision, describing it as "regulated by the JFSC" can overstate your supervision.

THE SHORT CHECKLIST

- ☐ Full legal name and address on every page, usually in the footer
- ☐ A clear statement that you are regulated by the JFSC, in your code's wording
- ☐ No JFSC logo without written consent, and nothing implying JFSC approval
- ☐ Claims, figures and examples that are fair, dated and current
- ☐ Compliance sign-off before pages go live, and dated copies kept for ten years
- ☐ The basics every Jersey site needs: privacy notice, working cookie consent, JOIC registration

Building a site for a regulated firm?

hello@jerseyweb.je · WhatsApp +44 7797 729651