



CMA Order: Why pleading ignorance is unlikely to mean bliss

In the text below, links to further information on third-party websites are underlined and in light blue.

SAIF reminds members to ensure compliance with CMA Order today

SAIF is pleased to see increasing numbers of funeral director websites coming into compliance with the Competition and Markets Authority's Funerals Market Investigations Order 2021 which became law on 16th June this year. We thank you for your hard work over the summer in aligning with this new regulatory landscape.

If your business is yet to comply, there is a risk that as of tomorrow (Thursday 16th September - the date on which compliance with certain aspects of the Order, such as online pricing and disclosure of interests, becomes a legal requirement) you could receive a letter from the CMA requiring you to rectify any breaches. SAIF is advised that continued breaches will lead to escalated action, ultimately resulting in a financial penalty that will be posted on a public register.

We are also informed by the Authority that ignorance of the CMA Order will not be a valid excuse for non-compliance.

The CMA has powers under the [Enterprise Act 2002](#) and SAIF members are required by the SAIF Code of Practice, section 1.11 to "comply with all current government legislation".

By the 16th September you will need to:

- Display the Standardised Price List in your premises and on your website
- Display your Terms of Business in your premises and on your website

- Display disclosure of company ownership and a Register of Interests relating to any donations you have made to institutions such as hospitals, hospices and care homes in your premises and on your website
- Display price information supplied to you by your local crematoria in your premises and on your website
- Display an Additional Options Price List on your website and make this available in your premises
- Prepare to supply funeral and revenue information to the CMA on the first working day of October 2021 if you operate more than five branches (use the template on page 29 of [the Order](#))

You should already have ceased any arrangements that contravene Articles 6 and 7 of the Order, which became a requirement on 16th June.

The Standardised Price List template can be downloaded [here](#). The Funerals Market Investigation Order can be viewed [here](#), with the accompanying Explanatory Note [here](#). SAIF members may also find [our FAQs document](#) useful in any preparations for compliance.

Please note that the information funeral directors are required to display in branch and on websites, must be done in a 'clear and prominent' manner. This means physical information should be presented in areas frequented by clients and digital information in PDF format should be on a page no more than one click from your website's home page.

The team at SAIF Business Centre is on hand to assist with any enquiries you may have and can be contacted via email at info@saif.org.uk.