

## **RCA – July 1995 – Ask The Analyst – Private Placements**

**Q:** Since Article III, Section 35 of the Rules of Fair Practice is titled "Communications with the Public," does an information summary on behalf of a private placement security have to comply with this standard?

**A:** The information summary for a private placement security meets the definition of sales literature in Article III, Section 35(a)(2) of the Rules of Fair Practice. Consequently, the information summary must adhere to the content standards in the rule. In particular, you must be sure to explain fairly the risks associated with the offering.