

Competition Markets Authority (CMA) draft guidance for fertility clinics on consumer law

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The CMA plans to publish the final guidance in March 2021 along with guidance for IVF patients advising them of their rights. The CMA intends to conduct a follow-up compliance review approximately 6 months after publication of the final guidance. It is of note that the CMA's view is that most, if not all fertility patients will be vulnerable to some degree and that there is a power imbalance in the relationship between medical professionals and patients.

The focus therefore is on providing clear, consistent and transparent information to patients at the earliest opportunity through each medium used by the provider and prior to any contract being entered into.

For further information, please contact [Clare Auty](#).

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