

## **.11 ADVERTISEMENT**

- A. An individual may not advertise a family day care service unless the individual holds a current certificate of registration issued by the Office.**

INTENT: You must actually receive your certificate of registration from CCA before you legally advertise the child care services. Advertising a family child care home without a current certificate is a violation of Maryland law.

- B. A family day care provider shall indicate in any advertisement that the home is registered. In an advertisement for the family day care service, the provider shall:**

- (1) Specify that the family day care home is registered; and**
- (2) Include the registration number issued to the home by the Office.**

INTENT: All advertisements must include your registration number to show that you are a registered provider. A parent has the right to know if you are approved to provide child care. The parent should be able to have this information before deciding whether to consider using your child care in the first place. Including the registration information in advertisements helps parents make a decision.

- C. The Office shall verify upon request that the registration number is valid and correctly identifies the registered provider.**

INTENT: As the regulatory agency responsible for all child care licensing, the Office is responsible for verifying the licensing status of each provider.

Note: Any member of the public may request verification of the validity of a registration number by calling a CCA Regional Office. It is possible that some unregistered providers may attempt to pose as licensed providers by “stealing” registration numbers issued by CCA to legitimate providers. If you suspect your registration number is being used by some other person, you should contact the Regional Office as soon as possible. The Regional Office will immediately investigate any report of unauthorized use of a registration number.