

TITLE 89: SOCIAL SERVICES  
CHAPTER III: DEPARTMENT OF CHILDREN AND FAMILY SERVICES  
SUBCHAPTER d: LICENSING ADMINISTRATION

**PART 381**  
**ADVERTISING BY UNLICENSED FACILITIES**

**Section**

- 381.1 Purpose
- 381.2 Definition
- 381.3 Advertising Prior to Licensure

AUTHORITY: Implementing and authorized by Section 12 of the Child Care Act of 1969 (Ill. Rev. Stat. 1979, ch. 23, par. 2222).

SOURCE: Adopted and codified at 5 Ill. Reg. 5526, effective May 27, 1981.

**Section 381.1 Purpose**

The purpose of this rule is to regulate advertising by child care facilities.

**Section 381.2 Definition**

"Child care facility" means persons or corporations who provide care for children for all or part of the day outside of the children's own homes. These facilities are specifically identified in the Child Care Act (Ill. Rev. Stat., ch. 23, Sec. 2211 et seq.).

**Section 381.3 Advertising Prior to Licensure**

Unlicensed child care facilities are prohibited from advertising unless:

- a) they have applied for a license and have proceeded in good faith to meet Departmental licensing standards and the advertising relates prospectively to the rendition of future services to be provided after achieving licensure; or
- b) they hold a temporary permit pending issuance of a license; or
- c) they are approved caretakers per Part 332, Approval of Relative Home Caretakers.

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