

# Ad Standards' Complaints Process

Ad Standards handles complaints from the community about any type of ad.

There are 5 steps in the complaints process. Advertisers get involved at step 3 and step 5 if we decide to raise a case about your ad.

<b>1</b> <b>Complaint</b>	Any member of the public can submit a complaint via the Ad Standards website.
<b>2</b> <b>Ad Standards Assessment</b>	We'll assess the complaint. If it's about something covered by the advertising rules, we'll raise a case.
<b>3</b> <b>Advertiser Notification</b>	If we're opening a case about your ad, we'll contact you straight away and ask for a response.
<b>4</b> <b>Community Panel Meeting</b>	The Community Panel will look at your ad and your response to decide whether it's in breach of the advertising rules.
<b>5</b> <b>Decision</b>	If the ad is in breach of the rules, the complaint is upheld and we'll ask you to change or remove the ad.



## Did you know...?

Some complaints can be resolved quickly and informally.

For example, we might contact you to provide advice or seek agreement that the ad will be changed or removed. Informally resolved complaints aren't reviewed by the Community Panel and there's no case report or decision published.

If you think a matter can be resolved informally, contact us and we'll discuss the options with you.

# Responding to Ad Standards

If we've raised a case about your ad, you'll need to complete the advertiser response form on the Ad Standards website. **You'll have 5 working days to respond.**

Take some time to gather information and prepare your response. When you complete the advertiser response form make sure you ...



## Write a response

Tell us how the ad measures up against all the rules, not just the one mentioned in the complaint.

You might also like to tell us about the brand and your target market.



## Include any supporting information

Include or upload any other relevant information, like the ClearAds number for TV ads, broadcast ad placement times, audience targeting, or evidence in support of any claims.



## Upload a copy of the ad

Upload a copy of the complete ad, in the relevant format.

For example, upload a video if it's a TV ad, or upload an audio file for radio ads.

## What to do if your ad is in breach of the rules

### Change or remove the ad

If your ad is found in breach of the rules, the complaint will be upheld and you'll have to change or remove the ad.

If you don't take action, your brand's reputation will suffer. We may ask the media owner to remove the ad, or we may refer the matter to a government agency or other regulator.



### Respond to Ad Standards

Within 2 working days, you'll need to respond to Ad Standards telling us what action you've taken.

We'll include your response in the case report, which will be published on the Ad Standards website.