



Advertising Policy

Introduction

The BT Directories Advertising Policy is a reference tool for all Advertisers and employees of BT.

All Advertisements must comply with this Advertising Policy which consists of two main sections, Advertising and Classifications:

1. General Advertising Policy & Guidelines

Principles

This section sets out Your contractual obligations if You advertise with Us.

Rules

This section sets out what We consider to be and not to be acceptable for Advertisements.

2. Classifications Policy

This A-Z section provides details of Classifications which are associated with specific requirements.



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Advertising Policy

The following words are used throughout this document. They are important to understand as you read this Advertising Policy:

“You” means you the person or entity who wishes to place an order for Our advertising or website services; or a person or entity who has placed an order for Our advertising or website services. “Your” shall be interpreted accordingly.

“We/Us” means British Telecommunications plc and BT Directories Limited “Our” shall be interpreted accordingly

“Advertisement” Any combination of text and/or graphics and/or photographs published in print or displayed online (including hypertext links) intended to promote Your identity, products or services which is accepted by We and published by Us.

“Order Form” means the form You complete to apply for an Advertisement with Us.

The Principles

You must comply with this Advertising Policy when dealing with Us for an Advertisement.

Advertising products from Us include The Phone Book – a printed directory featuring a Classified Directory, a Business A-Z and a Residential A-Z section and a range of online or copy on websites advertising on The Phone Book website (bt.com/thephonebook) and Internet search engines

We reserve the right (as set out in its Terms and Conditions of Contract and Acceptance of Advertisements either in print or online or copy on websites) to refuse, amend, withdraw or otherwise deal with Advertisements at its absolute discretion and without explanation. A contract between You and Us only becomes legally binding when We accept your order Advertisement in writing.

Your Advertisement must comply with the current version of the UK Code of Non-broadcast Advertising, Sales Promotion & Direct Marketing (CAP Code) which can be found online at www.cap.org.uk

You must ensure that Your Advertisement complies in full with all applicable statutes, laws, regulations, Codes of Practice, and this Advertising Policy.

All Advertisements are required to be legal decent, honest, and truthful. You must prepare Your Advertisements with a sense of responsibility to the consumer and to society, and conform to the principle of fair competition.

LEGAL: You are solely responsible for ensuring that Your Advertisements and websites comply with all laws, regulations and/or applicable codes of practice, do not infringe any third party intellectual property rights and are not obscene, indecent or otherwise offensive.

It is Your responsibility to supply all mandatory and legal statements relating to the business which must feature within the Advertisement.

You must ensure that at all times You have all rights to operate the relevant business (including, without limitation, any relevant licences, permissions, authorisations, accreditations, certifications, and qualifications) required for Your Advertisement(s). If We ask for proof of compliance You must provide Us with satisfactory evidence. Many professional and trade bodies restrict or prohibit advertising by their members. Rulings vary considerably. We will accept Advertisements which feature professional or trade bodies in good faith on the understanding that members are acting in accordance with any obligations or restrictions that apply to them.

Where We become aware that You are not, or ceases to be a member of a professional or trade body featured in an Advertisement, We reserves the right to remove, without notice, any reference to that body and remove all Advertisements featuring it, from all Our advertising products.

DECENT: Advertisements must not contain anything that is likely to cause serious or grave offence or embarrassment, or condone or encourage violence or anti-social behaviour. Particular care must be taken to avoid causing offence on the grounds of race, gender, sexual orientation, disability or age. Swear words and nudity will not be accepted. References to anyone who is dead must be handled with particular care to avoid causing offence or distress.

HONEST: Advertisements should not exploit the credulity, lack of knowledge or inexperience of consumers.

TRUTHFUL: All claims in Your Advertisements must be truthful and capable of substantiation when applicable. No



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Advertisement, should mislead, or be likely to mislead or deceive, by inaccuracy, ambiguity, exaggeration, omission or otherwise.

USE OF OTHER PUBLICATIONS' ADVERTISEMENTS: We will not accept Advertisements that have been produced by other directories or publications. Advertisements from any competing or non - publications such as Yellow Pages or Thomson Local directories provided by the Advertiser can only be used for general planning purposes and not for placement with Us. Such an Advertisement or website can be viewed to give general ideas about potential Classifications and to help determine the Advertiser's needs, but nothing more.

Advertisements must not under any circumstance be replicated from any other publication. In particular, You must never supply all or part of another publication's Advertisement or a copy of this, as artwork for Us. This includes any illustration, wording or style.

It is Your responsibility to ensure that:

- (a) the artwork and any content supplied to Us has not been created by another competing publication (directory or other), and
- (b) you have all rights and copyrights for artwork or content or have the licences to use third party rights for the artwork or content.

The Phone Book is produced by BT Directories a division of British Telecommunications plc. It is not connected to any other directory including Yellow Pages. Thomson Local is a registered trademark of Thomson Directories Ltd.



Advertising Policy

The Rules

Your Advertisement must comply with the following rules Advertisements

1. Classification, Positioning and Format

1.1 Classifications

You can advertise under any classification that is considered appropriate for the business, subject to meeting any specific requirements that apply to the business and Advertisement (see The Classification Policy for further information).

With copy on websites and Advertisements on bt.com/thephonebook, advertisers can choose which classifications they wish to appear under. On the advertiser's behalf, We will determine appropriate keywords to be used in the web search engines. You will be able to select a classification group from one of 5 classification tiers; each tier will have a different price per contact to reflect the value of those classifications and keywords. You must select a group of classifications which are relevant to their business activity e.g. a plumber could not select the solicitor's classification group.

You can purchase more than one online package. However the same keywords cannot be used in more than one package.

1.2 Positioning – in print

Positioning of an Advertisement in The Phone Book is dependent upon the ad type and section in which the Advertisement appears, as outlined below:

Ad Type	Preface	Classified	Business A-Z
Display	See below	Size and Seniority	Alphanumeric
Business Card Ads and Listings		Alphanumeric	Alphanumeric
Vouchers		Alphanumeric	
Sponsored Headings		See below	

Size And Seniority Positioning Rules (Classified Directory only)

All Classified Display Advertisements will be positioned within each classification according to the rules below in the following order:

1. Size: Largest Display Ad first (double page spread, consecutive pages, full page, $\frac{3}{4}$ page, $\frac{1}{2}$ page, $\frac{1}{3}$ page, $\frac{1}{4}$ page, $\frac{1}{2}$ column, double $\frac{1}{4}$ column, and $\frac{1}{4}$ column). The $\frac{1}{2}$ column and double $\frac{1}{4}$ column share the same size and seniority rules and will retain their seniority if moving from $\frac{1}{2}$ column to double $\frac{1}{4}$ column or vice versa. If there is insufficient space to fit the Display Advertisement as the first item in the classification (e.g. Display Advertisement is a full page ad but there is only $\frac{1}{4}$ of the page remaining), the Display Advertisement will appear on the next page, and the preceding space will be filled with single line entries, non-display ads (e.g. Business Cards), and space fillers.

2. Seniority: The longest standing advertisement will be printed first based on the first date of signing for the specific Display Advertisement, in the specific classification in the specific Phone Book, with the exception of Double Page Spreads and Consecutive Pages upgraded from a Full Page these will retain the Full Page seniority date. They will be printed based on first date of signing for the specific Full Page Display Advertisement, in the specific classification in the specific Phone Book.

BT reserves the right to make the final decision on positioning of any Display Advertisement, Business Card or listing within any classification.

3. Alphanumeric: See rules outlined below

Alphanumeric Positioning Rules

Business Card Ads and Listings within the Classified Directory will be positioned based on Your business/trading name, generally after all Display Ads. There may be instances where Business Card Ads and Listings appear ahead of some Display Ads in order to make the most efficient use of Classified Directory pages.

Advertisements within the Business A-Z (Display, Business Card Ads and Listings) will be positioned based on the



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business/trading name. Voucher Advertisements that appear within the dedicated Voucher section will be positioned in alphanumeric order based on the business/trading name (see section 6.1 Vouchers for more information).

The business/trading name cannot be altered or redefined in any way. The order ads are positioned is determined by numbers first, followed by letters in alphabetical order. Special characters are ignored (for example: @ and &). We reserve the right to refuse an Advertisement if We consider You are seeking to gain an unfair alphanumeric positioning advantage (for example, using combinations of numbers, spaces or single letters to form contrived names such as "00011 AAA Services.")

Sponsored Heading Positioning Rules

Sponsored Heading Advertisements will be positioned directly below the classification heading, ahead of all other Advertisements (display and business card ads) and listings.

Preface Positioning Rules

Full page and half page Advertisements in the Preface will be positioned within or as near to the preferred category heading as possible; however the exact position cannot be guaranteed. The category headings that will appear within the Preface include: All Your Emergency Numbers, Health Services Near You, Other Emergency Related Information, National Government, Local Authorities, Health, Other Useful Information, Help Lines, Recycling & Refuse Disposal, Transport, Travel and Making & Receiving Calls.

1.3 Positioning – The Phone Book website

Default positioning of an online or copy on websites Advertisement on The Phone Book website for the majority of classifications is dependent upon the proximity of the business to the matched centre point of the location that the user inputs into the search (i.e. locality name or postcode).

Within each 1/2 mile band radiating out from the matched centre point, size positioning rules will apply as outlined in section 1.2. Where listings (ads or Free Line Entries) are the same size within a 1/2 mile band, positioning will be firstly on the basis of proximity and secondly (where businesses are the same distance from the centre point), alphabetically.

1.4 Composite Advertisements

Printed Advertisements can feature several brands within them as long as there is a solid black border around the entire Advertisement area booked. The border should be a minimum of 2pt (1mm). All brands advertised must be relevant or closely linked to the Classification. The business/trading name must feature in each sub-Advertisement. If more than one name is used in each sub-Advertisement, the business trading name must be the most prominent name featured. You can use all sizes and shapes within composite Advertisements as long as the rules above are applied.

Advertisements that feature different contact details for these brands are only acceptable if the brands/businesses all belong to the same parent company. Franchises, dealerships, partner businesses, subsidiaries, etc. are not acceptable. We reserve the right to request proof of affiliation whenever necessary.

Except and only to the extent previously agreed in writing with Us We, will not accept composite Advertisements in the following positions: Inside Front Cover, Inside Back Cover, Outside Back Cover. We will not accept composite Advertisements in Menu Advertisements and Online or copy on websites Banners.

We will not accept Advertisements that split an existing Advertisement size to feature other companies (for example, a whole page purchased by You and resold or shared with other companies).

Positioning of all composite Advertisements will be based on the positioning rules stated in the Positioning section 1.2 and 1.3.

1.5 Cross-Reference Advertisements

We will not accept Advertisements containing copy or logos that refer to a competing product such as www.yell.com, Yellow Pages or Thomson Local telephone directories. We will accept Advertisements containing links to other external internet sites. The Advertiser is responsible for ensuring that it has the necessary authority to display (and use) any links to external sites that are displayed on its internet site(s). We will not be held responsible for the content and/or use of such links and/or external sites.

Preface Advertisements



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We will accept full page and half page Advertisements in the Preface that include a cross-reference to other Advertisements in the same edition of The Phone Book.

Classified Advertisements

We will not accept cross-reference Advertisements placed within the Classified Directory in The Phone Book with the exception of:

- Cover ad positions
- Vouchers
- Menu ads
- Sponsored Headings
- Cross-references for public service organisations, examples of which are listed below:
 - Central Government
 - Local Government/Local Authorities
 - Emergency Services, i.e. Police, Fire, Ambulance
 - Court Services
 - Education Authorities and Organisations
 - Health (Hospitals, Clinical Commissioning Groups, Health Councils, Hospices, Sexual Health, etc.)
 - Charities
 - Armed Services
 - Chambers of Commerce and Trade
 - Public Sector Helplines and Information Services

Business A-Z Advertisements

We will accept display Advertisements placed within the Business A-Z of The Phone Book that cross-refer to other Advertisements in the same edition of The Phone Book.

1.6 Premium Positions

Premium Positions are defined as Outside Front Cover Banner, Inside Front Cover, Inside Back Cover, Outside Back Cover, Bound Inserts, Loose Inserts, Sponsored Headings, Banner Ads, Index Adverts, Branded Fillers and Online or copy on websites Banners.

All Premium Positions must follow the same principles, rules and guidelines as standard Advertisements.

1.7 Advertisements within the Preface

Advertising in this section is permitted providing the Advertisement copy is considered appropriate to the Preface and does not conflict with any existing editorial content within this section. All Advertisements must comply with any rules and regulations applicable to the business type and Advertisement copy involved (see the appropriate sections of The Classification Policy for further information).

2. Advertisement Copy

2.1 Address

In all cases a full address must be provided on Your Order Form. Where Advertisements feature an address, and unless Data Protection and Privacy Legislation applies, it must be a visitable address, a registered business address or a P.O. Box address including a postcode. For Voucher Advertisements, We require the name and address of the business and where the Voucher can be redeemed, to be shown on the front of the Voucher. If the Voucher can be redeemed at numerous branches or in a variety of ways, then this information should be detailed on the front of the Voucher.

2.2 Business/Trading Name

All Advertisements must include Your company name, which should be clearly identifiable and must resemble the registered business/trading name, e.g. H. Skip Hire Ltd is the Advertiser's business/trading name, it is acceptable to include Hemel Skip Hire or Hemel Skips.

In the cases of trading companies, holding companies, franchises and dealerships, a different company name can be included. If more than one name is used in an Advertisement, the business or trading name must feature in the Advertisement.



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We may request proof of the business/trading name in an official document such as a certificate of company registration, HMRC document, or public liability insurance certificate showing the business/trading name for positioning purposes (as a final factor for Size and Seniority positioning rules).

2.3 Telephone Number

All print Advertisements must include a telephone number with the exception of web-only companies' and Online or copy on websites Banners. Mobile telephone numbers must clearly be identified as such (e.g. 'Mobile' or 'Mob' etc.). Non-geographic numbers (i.e. beginning with 084 or 087) are acceptable (please see Non-Geographic Number section).

Short or indirect access numbers may be provided, however We reserves the right to refuse inclusion. Personal numbers (PNS) provided under the 07 number range may be provided, however We reserves the right to demand proof of use and evidence that the holder of the actual number can reasonably be located on the terminating number used.

Your completed Order Form must include a physical address (a PO Box postal address is not adequate) and a landline telephone number. If You do not have a landline number a mobile number must be included. Where a mobile number is provided, We may limit Your payment options.

2.4 Non-Geographic Numbers

For non-geographic numbers starting with 084 and 087, CAP advises:

- You should not describe 084 and 087 numbers as 'local' or 'national'
- You should not be silent on price except as referred to below
- You are unlikely to know the maximum charges for calling their services made by non-BT phone companies. If You do, You should state the maximum cost of the call or price per minute (ppm)
- Those advertisers who do not know the maximum cost charged across the different phone companies should state the cost (either per minute or per call) for BT customers.
- Advertisements that feature several 084 (or 087) numbers should be careful not to mislead if those numbers are charged at different rates. In such circumstances, advertisers should state a maximum cost, either per minute or total call, for BT callers.
- You should make clear that the price of calls from other phone companies will vary and, if space allows, callers might want to check with their phone company
- If call charges are likely to change, You should give a prominent date at which the stated price applied or will apply
- All prices quoted must be inclusive of VAT

For chargeable 0845 and 0870 numbers CAP guidelines state that pricing information about the cost of calls does not have to be included in marketing communications containing an 0845 number because the cost of calling is now always lower than the cost of a standard call on BT's most popular residential package, Unlimited Weekend Plan.

2.5 Premium Rate Numbers

Premium Rate Service numbers are only accepted for Display Advertisements (i.e. not for Business Cards, Classified Listings, Bold Listing or Free Line Entries).

Premium Rate Service (PRS) numbers often start with 09xx but include 0871, 0872 and 0873 (and all numbers starting with 09xx are Premium Rate Service numbers).

We will only accept Advertisements that include premium rate (09xx) numbers if they comply with the PhonepayPlus Code of Practice.

The PhonepayPlus Code of Practice requires that consumers of premium rate services are fully and clearly informed of all information likely to influence the decision to purchase, including the cost, before any purchase is made. This should include the total cost of the service, including price per minute and/or text, and any initial charges (such as a joining fee) plus the name and customer service contact number of the provider (which should be the full name, or any abbreviation that could be found on the first page of an internet search engine) and whether the service bills by subscription.



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Advertisements should also include the warning 'rates may be subject to change' or a statement that explains that details are correct at the time of going to press (with the publication month and year quoted).

2.6 Directory Enquiry Numbers

Directory Enquiry numbers are only accepted for Display Advertisements (i.e. not for Business Cards, Classified Listings, Bold Listing or Free Line Entries). We will only accept Advertisements that include directory enquiry numbers (118xxx) if they comply with the PhonepayPlus Code of Practice. The PhonepayPlus Code of Practice requires that consumers of premium rate services are fully and clearly informed of all information likely to influence the decision to purchase, including the cost, before any purchase is made. This should include the total cost of the service, including price per minute and/or text, and any initial charges (such as a joining fee) plus the name and customer service contact number of the provider (which should be the full name, or any abbreviation that could be found on the first page of an internet search engine) and whether the service bills by subscription.

Advertisements should also include the warning 'rates may be subject to change' or a statement that explains that the details are correct at the time of going to press (with the publication month and year quoted).

2.7 Copy Positioning

We will not accept printed Advertisements which are presented with copy upside down. Vertical and sideways copy is accepted.

2.8 Colour Advertising

You wishing to use custom colours as part of a printed Advertisement must provide the CMYK values of the requested colours on the Display advertising copy details form.

We will not accept direct Pantone colour requests. Customers wishing to use Pantone colours should provide a printed sample (e.g. company brochure, letterhead, business card, etc.) to show the required colour.

We will endeavour to match colour swatches provided by You but cannot guarantee the exact colour reproduction on Advertisement proofs with The Phone Book in print or online.

2.9 Approvals and Recommendations

We will not accept Advertisements that contain approvals or recommendations from the following organisations:

- The Fire Extinguishing Trade Association (FETA): FETA does not approve fire extinguishers or appliances
- The Police: statements such as 'Police-approved' or 'Police-recommended' cannot be used unless You provide written confirmation from The Police
- The Advertising Standards Authority (ASA)
- The Committee of Advertising Practice (CAP)

2.10 Testimonials and Endorsements

Testimonials and endorsements should relate to the products advertised.

Advertisements must state the name(s) of the person(s) who provided the testimonial or endorsement. You must hold signed and dated proof, including a contact address, or written permission for any testimonials used from the person who provided it.

References to tests, trials, professional endorsements, research facilities, and professional journals should be used only with the permission of those concerned.

Testimonials alone do not constitute substantiation, and the opinions expressed in them must be supported with independent evidence of their accuracy.

2.11 Foreign Advertisements

We will accept Advertisements containing copy in a foreign language if You provide a certified English translation.

2.12 Business Card Advertisements

Business Card Advertisements in print must contain Your company name as per section 2.2 within the 'Business Name' field. A business/trading description, telephone, email or web addresses will not be accepted, in the 'Business Name' field.

Business Card Advertisements must contain a telephone number and one address as per sections 2.1 and 2.3.



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Business Card Advertisements can include any three telephone numbers, which can be included in the 'Further Information' and 'Address and Telephone number' fields. Email and web address may be included in the 'Trade Details' and 'Further Information' fields.

We reserve the right to abbreviate non-sensitive wording to improve the layout of Business Card Advertisements, for example, "Limited" to "Ltd", "Road" to "Rd", or "Nottinghamshire" to "Notts". On occasion, where these abbreviations are insufficient and characters do not fit appropriately into the advert, We may either alter the advert layout or contact You to discuss alternative wording.

2.13 QR Codes

In order to ensure the reproduction detail and quality required, We strongly recommend that QR Codes are reproduced in black on a white background only. Requests for QR codes in colour or on a coloured background will be accepted at Your risk. The recommended minimum size for a QR code is H: 20mm x W: 20mm (57pt x 57pt). At Your risk we will accept QR Codes down to a minimum size of H: 12.7mm x W: 12.7mm (36pt x 36pt), however You accept that some devices may have difficulty in reading the QR Code at this size. We recommend that all Advertisements with a QR code also feature the web address itself for those users who do not have a QR Code enabled device. For further information please refer to our Technical Specification document.

3. Responsibilities

The following list is non-exhaustive and may be updated or amended as required from time to time.

3.1 Legal Responsibilities

3.1.1 Statutes

In addition to statutory provisions, certain common law rights may also be relevant to advertising practices, such as, libel and slander. Libel is the publication in permanent form of a defamatory statement. Slander is its publication in transitory form. A defamatory statement is one which lowers the individual or the company in the estimation of right thinking members of society generally. Broadly, the test is whether a statement would cause one to think less of the person or company to whom it refers.

If necessary, We will seek professional advice on whether or not to accept Advertisements that could be defamatory.

3.1.2 Copyrights and Trademarks

You are responsible for all third party and copyright-protected material, trademarks, images, and logos featured in Advertisements and You must ensure that You are fully and properly authorised to use them.

3.1.3 Availability of Products

Advertisements must clearly state if stocks are limited. Products must not be advertised unless You can demonstrate that they have reasonable grounds for believing that they can satisfy potential demand during the full life-cycle of The Phone Book Directory in which the Advertisement appears. This is currently 12 months with the exception of Online or copy on websites Banners.

3.1.4 Goods and Services

All Advertisements and website copy must comply with the Consumer Protection from Unfair Trading Regulations 2008 and the Business Protection from Misleading Marketing Regulations 2008. These regulations make misleading advertising a criminal offence. Broadly, Advertisements are considered misleading if they mislead persons about any information (including misleading by omission of information), that is considered necessary to make an informed decision whether to purchase or not purchase a product and/or service. You should ensure You can comply with these regulations before submitting any Advertisements in any form or medium to Us.

3.1.5 Price and VAT

All price information featured in Advertisements must remain valid for at least 28 days after the publication month of the applicable edition of The Phone Book. All Advertisements (excluding Vouchers) must include the following statement, which must feature horizontally below the price information: 'Prices are subject to change.' We may insert the above statement without Your prior approval where necessary.

For Voucher Advertisements any prices stated must be valid until the end date as specified on the Voucher (see 6.1 Vouchers for more information).

Prices quoted must include VAT and other non-optional taxes and duties imposed on all buyers, and must comply



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with all applicable requirements for price indications. If the price is not 'fixed', the Advertisement must show the word 'from' immediately before the price quoted. VAT rates are subject to variation and should not be specified in printed Advertisements.

3.1.6 Guarantees

Guarantees may be included in Advertisements, however they must not be used in a way that could cause confusion. Guarantees must comply with the Sale and Supply of Goods to Consumer Regulations 2002 if You are advertising to consumers. Significant Limitations on the guarantee should be clearly stated within Advertisements. In particular, Advertisements should state the nature and extent of any additional rights provided by the guarantee, over and above those given by law, and should make clear how to obtain redress. Guarantees may be legally binding on the Advertiser.

3.1.7 Imitation

Advertisements must not so closely resemble any other that they are likely to mislead or cause confusion.

3.1.8 Comparative Advertisements

Comparative claims are permitted in the interest of vigorous competition and public information. They should be clear and fair and should not mislead nor be likely to mislead.

Claims should compare products/services meeting the same needs or intended for the same purpose, and should objectively compare one or more material, relevant, verifiable, and representative feature of these products.

We will not accept Advertisements which discredit or disparage other companies' products, services, trademarks, trade names or other distinguishing marks, activities or circumstances.

You must not take unfair advantage of the reputation of trademarks, trade names or other distinguishing marks of organisations or of the designation of origin of competing products.

Certain EU agricultural products and foods are, because of their unique geographical area and method of production, given special protection by being registered as having a "designation of origin". Products with a designation of origin must be compared only with other products with the same designation.

3.1.9 Royal Family

We will not accept Advertisements that show or mention any member of the Royal Family without prior written permission. The Royal Arms and Emblems should be used only with the prior written permission of the Lord Chamberlain's office.

3.1.10 Royal Warrants

We will accept references to Royal Patronage or Royal Warrants providing You have a valid Royal Warrant and your Advertisement complies with the rules as set out by the Royal Warrant Holders' Association.

3.1.11 Reproduction of Bank Notes, Coins and Stamps

The exact reproduction of bank notes in print or online or copy on websites, either in full or in part, is illegal without the specific authority of the Bank of England or the appropriate issuing Bank (foreign currency). The exact reproduction of coins, either in full or in part, requires approval from the Royal Mint or the appropriate issuing Bank (foreign currency). Reproduction of postage stamps, Post Office forms, trademarks, and others require approval from either the Royal Mail or Post Office.

3.1.12 Official Announcements

We will not accept Advertisements alluding to or simulating an official announcement, or containing 'official' as part of the Advertisement copy.

3.1.13 Protection of Privacy

We will reject Advertisements in print or websites that unfairly portrays or refers to people in an adverse or offensive way. Written permission must be obtained before referring to or portraying members of the public, people with a public profile, or implying any personal approval of the advertised product.

3.1.14 Menu Advertisements

Advertisements for Menus may only be included within the Menu Guide sections of The Phone Book (Hair & Beauty; Leisure, Sport & Tourism; Restaurants; and Takeaways). A minimum of 50% of the Advertisement must include menu specific information for the advert to be accepted. Menu specific information should include a list of at least 12 dishes, attractions, products for sale or services on offer. A maximum of 50% of the Advertisement should be taken



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up by supporting information including company name, images, strap lines, opening hours, general information and contact details. For information on including prices within Advertisements please see section 3.1.5. Price and VAT.

Two page Menu Advertisements are also available within the Menu Guide sections of The Phone Book. Size and seniority positioning rules apply for all two page Advertisements (see section 1.2 Positioning – in Print), which may start on either a left- or right-hand page, for which the placement cannot be guaranteed.

Where content or appropriateness for inclusion is questioned Our decision is final.

In order to advertise in the Menu Guides, a company should fall into one of the categories below. Alternative categories to those listed will be accepted if considered relevant and appropriate to the Guide in question.

Restaurants & Takeaways

Restaurants– General, Restaurants – Delivering, Restaurants – Fast Food, Restaurants – Public Houses, Restaurants – Speciality, Restaurants – Takeaway, Cafes, Fish and Chip Shops, Hotels and Inns, Public Houses, Bars and Wine Bars, Sandwich Shops, Caterers, Delicatessen, Sandwich Delivery Services.

Hair & Beauty

Beauty Salons and Consultants, Beauty Consultants – Mobile, Electrolysis, Hair Consultants, Hair Extensions and Replacement, Hair removal, Hairdressers – Ladies', Hairdressers – Men's, Hairdressers – Mobile, Hairdressers – Unisex, Hairdressing and Beauty Schools, Hairdressing Equipment and Supplies, Health Clubs and Fitness Centres, Hotels and Inns, Manicures and Pedicures, Sunbeds and Saunas, Wedding Services, Wig and Hairpiece Retailers, Hairpiece and Wig Making.

Leisure, Sport & Tourism

Any Sports related classifications, Hotels and Guest Houses, Holiday Homes and Camp Sites, Tour Operators and Travel Agents, Outdoor Pursuits and Leisure Centres, Museums, Art Centres and Tourist Attractions, Gift and Souvenir Shops, Transport and Travel.

3.1.15 Sponsored Headings

A maximum of one Sponsored Heading Advertisement is available per classification. A minimum of 75% of the ad content must focus on generic information of interest to users of the classification. The remaining 25% of the ad content can focus on Your specific information.

3.1.16 Professional Bodies/Registration Boards

It is Your responsibility to ensure that You are registered with the relevant Professional Body/Association. In this instance the Registered Professional Body/Association, Registration Number and the name of the person registered for the business must be stated on the Order Form.

3.2. Social Responsibilities

3.2.1 Children

Advertisements targeting or featuring children should not contain anything likely to result in their physical, mental or moral harm. We will not accept Advertisements aimed specifically at children for activities that are illegal to children, such as pornography, gambling, online chat rooms or chat lines directed at minors.

3.2.2 Discrimination

We will not accept Advertisements that may cause offence or be considered discriminatory on the grounds of age, race, religion, gender sex, sexual orientation or disability.

3.2.3 Fear and Distress

We will not accept Advertisements that feature shocking claims or images to attract attention. Advertisements should not cause fear or distress.

3.2.4 Illustrations

Illustrations or statements must not be suggestive or capable of misinterpretation. We will only accept Advertisements with nude or semi-nude figures if they are directly relevant to the Advertisement. The illustration must be simple and in outline or silhouette.

3.2.5 Matters of Opinion

You may provide a view about any matter in their Advertisement, including the qualities or desirability of products, provided it is clear that You are expressing Your own opinion rather than stating a fact.



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3.2.6 Political Advertisements

We will not accept Advertisements advocating or opposing any political, legislative or administrative change. We restricts Advertisements for political organisations to visiting card details: name of constituency, address, and telephone number only.

3.2.7 Racial Advertisements

We will not accept Advertisements that may be considered racist in any way.

3.2.7(a) Disability Advertisements in print or online or copy on websites

We will not accept Advertisements that may be considered disablist in any way.

3.2.7(b) Age related Advertisements in print or online or copy on websites

We will not accept Advertisements that may be considered ageist in any way.

3.2.8 Religious Advertisements

We will not accept Advertisements of a religious nature with the exception of references to certain methods of religious animal slaughter such as Kosher and Halal.

3.2.9 Advertisements that discriminate

Under the Sex Discrimination Act 1975 and Equality Act 2010 it is an offence for anyone to discriminate against either a man or woman. We will not accept Advertisements that may be considered sexist or discriminatory in any way.

3.2.10 Questionable Advertisements

CAP restricts, and We will reject at Our absolute discretion, any Advertisement 'likely to offend' 'in bad taste' 'exaggerated' or 'misleading.' We will also reject Advertisements put forward by You whose authenticity is in doubt.

3.2.11 Safety

We will not accept Advertisements that condone or encourage unsafe practices. Particular care should be taken with Advertisements addressed to or depicting children.

3.2.12 Violence or Anti-Social Behaviour

We will not accept Advertisements that condone or are likely to promote or provoke violence or anti-social behaviour.

4. Professional Requirements

Many professions require specific qualifications, certificates or registration with the relevant regulatory body.

4.1 Medical Advertisements

We will accept Advertisements offering advice or treatment for medical conditions if they do not contravene any legal or professional ruling. However, these Advertisements should only include name, qualifications, address, telephone number, and a brief description of the treatment. If businesses advertise medicines, medical treatments or appliances, they must strictly follow all legislation and regulation that applies to the advertising of medicines.

4.2 Osteopaths and Chiropractors

The terms Osteopath and Chiropractor are regulated by the General Osteopathic Council (GOsC) and the General Chiropractic Council (GCC) respectively. Any Advertisement using the terms osteopath or chiropractor directly or by implication (e.g. by making reference to qualifications) within an Advertisement must ensure that they are registered with the appropriate council.

5. Products

The following list is non-exhaustive and may be updated or amended as required from time to time.

5.1 Alcohol

Marketing communications for alcoholic drinks should not be targeted at people under 18 and should not imply, condone or encourage immoderate, irresponsible or anti-social drinking.

Marketing communications must be socially responsible and must contain nothing that is likely to lead people to adopt styles of drinking that are unwise. For example, they should not encourage excessive drinking. Care should



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be taken not to exploit the young, the immature or those who are mentally or socially vulnerable. Marketing communications must not claim or imply that alcohol can enhance confidence or popularity. Marketing communications must not imply that drinking alcohol is a key component of the success of a personal relationship or social event. The consumption of alcohol may be portrayed as sociable or thirst-quenching. Drinking alcohol must not be portrayed as a challenge. Marketing communications must neither show, imply, encourage or refer to aggression or unruly, irresponsible or anti-social behaviour nor link alcohol with brave, tough or daring people or behaviour. Marketing communications must neither link alcohol with seduction, sexual activity or sexual success nor imply that alcohol can enhance attractiveness. Marketing communications must not imply that alcohol might be indispensable or take priority in life or that drinking alcohol can overcome boredom, loneliness or other problems. Marketing communications must not imply that alcohol has therapeutic qualities. Alcohol must not be portrayed as capable of changing mood, physical condition or behaviour or as a source of nourishment. Marketing communications must not imply that alcohol can enhance mental or physical capabilities; for example, by contributing to professional or sporting achievements. Marketing communications must not link alcohol to illicit drugs. Marketing communications may give factual information about the alcoholic strength of a drink. They may also make a factual alcohol strength comparison with another product, but only when the comparison is with a higher strength product of a similar beverage. Marketing communications must not imply that a drink may be preferred because of its alcohol content or intoxicating effect. There is an exception for low-alcohol drinks, which may be presented as preferable because of their low alcoholic strength. In the case of a drink with relatively high alcoholic strength in relation to its category, the factual information should not be given undue emphasis. Marketing communications that include a sales promotion must not imply, condone or encourage excessive consumption of alcohol. Marketing communications must not feature alcohol being handled or served irresponsibly. Marketing communications must not link alcohol with activities or locations in which drinking would be unsafe or unwise. Marketing communications must not link alcohol with the use of potentially dangerous machinery or driving. Marketing communications may feature sporting and other physical activities (subject to other rules in this section; for example, appeal to under-18s or link with daring or aggression) but must not imply that those activities have been undertaken after the consumption of alcohol. Only in exceptional circumstances may marketing communications feature alcohol being drunk by anyone in their working environment.

Marketing communications must not be likely to appeal particularly to people under 18, especially by reflecting or being associated with youth culture. They should not feature or portray real or fictitious characters who are likely to appeal particularly to people under 18 in a way that might encourage the young to drink. People shown drinking or playing a significant role should not be shown behaving in an adolescent or juvenile manner. People shown drinking or playing a significant role must neither be nor seem to be under 25. People under 25 may be shown in marketing communications, for example, in the context of family celebrations, but must be obviously not drinking.

Marketing communications may give factual information about product contents, including comparisons, but must not make any health, fitness or weight-control claims.

The only permitted nutrition claims are "low-alcohol", "reduced alcohol" and "reduced energy."

We will not accept Advertisements in print for alcohol placed in Premium Positions (Inside Front Cover, Inside Back Cover, Outside Back Cover, Bound Inserts, Loose Inserts, Banner Ads, Index Adverts, Branded Fillers and Online Banners).

5.2 Baby Milk Formula

We will not accept Advertisements for infant or follow on milk formula.

5.3 Botox

Botox is a prescription-only drug. We will not allow it to be included in any form of advertising either directly or indirectly, for example, face freezing (See 5.14).

If You who offer Collagen, Restylane or Perlane in addition to Botox, may advertise using the term "cosmetic fillers"



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or "injected fillers"
(see Beauty Salons and Consultants, The Classification Policy A-Z).

5.4 Chat Lines

We will not accept Advertisements for chat lines or chat rooms.

5.5 Dating Services

We will not accept Advertisements in print for dating services or agencies in Premium Positions).

5.6 Environmental

We will not accept Advertisements making 'environmentally friendly' or 'wholly biodegradable' claims without clear qualification/evidence that their product will cause no environmental damage when taking into account the full life cycle of the product as part of the advertising copy.

Advertisements should not suggest that their claims command universal acceptance if that is not the case. If a product has never had a demonstrably adverse effect on the environment, Advertisements should not imply that the formulation has changed to make it safe. You may make claims about a product whose composition has changed or has always been designed in a way that omits chemicals known to cause damage to the environment.

Qualified claims and comparisons such as 'greener' or 'friendlier' are acceptable if You can substantiate that their product provides an overall improvement in environmental terms either against their competitors' or their own previous products.

5.7 Escort Agencies

We will not accept Advertisements from Escort Agencies.

5.8 Financial Information/Advertisements

All information including any financial details must remain valid for the full life-cycle of The Phone Book Directory in which the Advertisement appears. This is currently 12 months with the exception of Online Banners and Loose Inserts. For more information, please refer to the Credit Information/Advertisements in print or online section below.

5.9 Credit Information/Advertisements

For Advertisements featuring credit information, where the security comprises or may comprise a mortgage or charge on the debtor's home the following warning must appear in capital letters:

'YOUR HOME MAY BE REPOSSESSED IF YOU DO NOT KEEP UP REPAYMENTS ON A MORTGAGE OR ANY OTHER DEBT SECURED ON IT' Where the Advertisement indicates that credit is available for the payment of debts due to other creditors the warnings above shall be preceded by the following in capital letters:

'THINK CAREFULLY BEFORE SECURING OTHER DEBTS AGAINST YOUR HOME'

All Advertisements for loans and/or credit must include the interest rate and any charges included in the total cost of credit to the consumer with a clear indication of the annual percentage rate of the load (APR).

Warning Statements

You are responsible for ensuring that Advertisements include all warning statements required by law or regulation.

5.10 Gambling Products and Services

An organisation needs a gambling licence or permit to operate lawfully. Therefore, You must provide Us with a copy of Your gambling licence/permit before We will accept any Advertisement promoting gambling.

Any Advertisement promoting gambling must be socially responsible, with particular regard paid to the need to protect children, young persons under 18 and other vulnerable persons from being harmed or exploited.

Adverts for gambling must not:

- portray, condone or encourage gambling behaviour that is socially irresponsible or could lead to financial, social or emotional harm;
- exploit the susceptibilities, aspirations, credulity, inexperience or lack of knowledge of children, young persons or other vulnerable persons;
- suggest that gambling can provide an escape from personal, professional or educational problems such as loneliness or depression;



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- suggest that gambling can be a solution to financial concerns, an alternative to employment or a way to achieve financial security;
- portray gambling as indispensable or as taking priority in life, for example, over family, friends or professional or educational commitments;
- suggest that gambling can enhance personal qualities, for example, that it can improve self-image or self-esteem, or is a way to gain control, superiority, recognition or admiration;
- suggest peer pressure to gamble nor disparage abstention;
- link gambling to seduction, sexual success or enhanced attractiveness;
- portray gambling in a context of toughness or link it to resilience or recklessness;
- suggest gambling is a rite of passage;
- suggest that solitary gambling is preferable to social gambling;
- be likely to be of particular appeal to children or young persons, especially by reflecting or being associated with youth culture;
- be directed at those aged below 18 years – it is a criminal offence to invite a person under 18 to gamble;
- include a child or a young person. No-one who is, or seems to be, under 25 years old may be featured gambling or playing a significant role. No-one may behave in an adolescent, juvenile or loutish way;
- exploit cultural beliefs or traditions about gambling or luck;
- condone or encourage criminal or anti-social behaviour; and
- condone or feature gambling in a working environment. An exception exists for licensed gambling premises (i.e. casino).

The following website should appear in all gambling adverts: **www.gambleaware.co.uk** unless space requirements make it impossible to do so.

5.11 Lipo-Dissolve

BT will not accept Advertisements for lipo-dissolve.

5.12 Motoring

Advertisements for motor vehicles, fuel or accessories should avoid portraying or referring to practices that encourage or condone anti-social behaviour.

You should not make speed or acceleration claims the predominant message of the Advertisement.

Vehicles should not be depicted in dangerous or unwise situations in a way that might encourage or condone irresponsible driving.

5.13 Prescription Drugs

The Medicines Advertising Regulations 1994 (Regulation 7, Part III) prohibits the advertising of prescription medicines to the public. We will not accept Advertisements promoting prescription drugs.

5.14 Pro-Life & Pro-Choice Clinics

Pro-Life clinic Advertisements should reflect clearly the Pro-Life nature of their advice. Pro-Choice clinics (i.e. abortion clinics) do not need to state the Pro-Choice nature of their service or advice in Advertisements

5.15 Sexual Services

We will not accept Advertisements relating to sexual services, including use, promotion or provision of sexual/pornographic videos, websites or telephone numbers.

5.16 Tobacco and E-Cigarettes

We will not accept Advertisements for any form of tobacco products. This includes cigarettes (tobacco or herbal) whether ready-made or hand rolled, cigars, pipes, pipe tobacco (tobacco or herbal), rolling papers, filters and any form of E-Cigarettes or any derivative of this type or substitute.

6. Vouchers, Offers and Promotions

6.1 Vouchers

We will only include Vouchers in the dedicated Voucher section in The Phone Book, Loose Inserts and Online Banner



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ads. The Phone Book – Voucher Section and Loose Inserts

All Vouchers must include an end date. The end date must either be the duration of The Phone Book (which is twelve months from publication) or a shorter period determined by You. Where an expiry date is not included, We are at liberty to insert an expiry date based on the duration of The Phone Book (which is twelve months from publication) without Your' prior approval where necessary.

For policy guidelines on the inclusion/exclusion of an address for Voucher Advertisements, see section 2.1 for more information. Vouchers which appear within the Voucher Section must be purchased alongside a Display Ad (Quarter Column or larger). The terms and conditions stated on the reverse of the Voucher apply and cannot be altered by the advertiser or any other person(s).

The Phone Book website

For online Vouchers which do not have an end date, then full terms and conditions must be clearly stated.

6.2 Discounts/Promotions

You are responsible for all aspects and all stages of promotions for Your business and must ensure that they are conducted equitably, promptly, and efficiently. You must deal fairly and honourably with consumers in line with all applicable laws and Codes of Practice.

We will not accept Advertisements which contain vague discounts.

6.3 Free Offers

We will accept 'free offer' Advertisements provided the offer is genuinely free, and the terms and conditions are clearly stated. You must ensure that they will be able to fulfil the offer during the time period stated.

6.4 Premium Rate Promotions

We will not accept promotions run by You using Premium Rate Service numbers to get a response and generate revenue.

6.5 Utilities Savings

A savings claim should not exaggerate the availability or extent of benefits likely to be attained by consumers. It should be qualified, where necessary, to refer to the conditions that affect it.

We will not accept a claim that states or implies that all consumers will save money for example, 'savings on gas', even if the claim is qualified, for example, 'available only to consumers with average consumption' elsewhere in the Advertisement.

Advertisements making savings claims against their previous prices should state in the body copy whether a significant proportion of the saving derives not from cheaper fuel but from some other factor, for example, changes in the method of payment or level of applicable VAT. A footnote can be used to provide a full qualification.

Unless addressed exclusively to the trade, quoted prices, including those relating to unit rates and standing charges, should include payable VAT.



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INTRODUCTION

To help You find the information You need as quickly and easily as possible, We have divided some Classifications into subheadings where appropriate. The subheadings are:

- Definition: this describes categories/professions covered by the Classification
- Regulations: this includes rulings and advice from legal or professional groups, societies or organisations relevant to the Classification
- Requirements: this gives specific instructions and guidelines as to what must, and what must not, appear in an Advertisement under the Classification

Many Classification categories/professions require specific qualifications, certificates or registration with the relevant regulatory body as detailed below.

ABATTOIRS AND SLAUGHTERHOUSES

Regulations: The provision of Abattoir and Slaughterhouse services are to three EU Food Hygiene Regulations 852/2004, 853/2004, 854/2004. Abattoir and Slaughterhouses must be licensed to operate. Licences are issued by the Food Standards Agency in Great Britain and the Department of Agriculture and Rural Department in Northern Ireland.

Requirements: Advertisements under the "Abattoir and Slaughterhouses" Classification must have the appropriate licence and Your licence and/or registration number must be stated on the Order Form.

ACCIDENT CLAIM EXPERTS

Regulations: There are no regulations governing who can advertise under this Classification, but solicitors who do so must be registered with, and are subject to regulation by, the Law Society.

ACCOUNTANTS

Regulations: Chartered Institute of Management Accountants (CIMA) guidelines state that subject to any local statutory or regulatory requirements, members may advertise their services in such an appropriate and dignified manner that will not discredit the Institute or the profession.

Requirements:

- An Advertisement should be factual, not likely to mislead or contain explicit or implicit criticisms of the professional services of others.
- It may include a list of the services available and the name, designatory letters and description of the member, or the name and description of a firm or company of consultants.
- It may state the basis on which fees are calculated or offer a free consultation at which level of fees will be discussed, but should not quote fees or make comparisons.
- It should conform to the standards currently set by legal and regulatory authorities, particularly those responsible for ensuring advertising standards.

ACUPUNCTURISTS

Regulations: There is no statutory regulatory system in the UK governing the practice of acupuncture; anyone can offer treatment without professional training.

The British Acupuncture Council (BACC) represents professional Acupuncturists who have an extensive training of at least three years full-time or the part-time equivalent in acupuncture and the biomedical sciences appropriate to the practice of this therapy.

ADOPTION AND FOSTERING

Regulations: ENGLAND: The Commission for Social Care Inspection (CSCI) regulates adoption and fostering in England. Section 58 of the Adoption Act 1976 provides restrictions to advertising in relation to Adoption Agencies which are classified as Local Authorities, and registered Adoption Agencies. The Adoption Act states that people other than Adoption Agencies are not allowed to advertise that they are able to make arrangements for adoption, or for any parent who wants to have a child adopted or wants to adopt a child.

The Children Act 1989 states that: "No Advertisement indicating that an Agency will undertake, or will arrange for, a child to be privately fostered shall be published, unless it states that Agency's name and address."



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WALES: The Welsh Assembly Government writes Regulations and National Minimum Standards for services which are regulated on behalf of the Welsh Assembly Government by the Care Standards Inspectorate Wales (CSIW). Independent and Voluntary sector agencies advertising under the 'Adoption and Fostering' Classification must be registered with CSIW if based in Wales. Local Authority providers are not required to be registered with CSIW although they are inspected.

SCOTLAND: The Scottish Commission for the Regulation of Care regulates adoption and fostering services in Scotland.

A person or authority, making arrangements for or in connection with the adoption or fostering of children in Scotland, must be registered with the Scottish Commission for the Regulation of Care.

A person who provides an adoption or fostering service must be a voluntary organisation.

N. IRELAND: Adoption Agencies in Northern Ireland are required to be registered with the Health and Personal Social Services (HPSS).

Requirements: Advertisements under the 'Adoption and Fostering' Classification requiring registration must be registered with CSCI, CSIW, The Scottish Commission for the Regulation of Care or the HPSS.

AIR GUNS & AIR RIFLES

See Gun Shops, Clubs & Gunsmiths

AERIAL INSTALLERS

Regulations: The Confederation of Aerial Industries (CAI) is the recognised body for the aerial and satellite industry.

The Registered Digital Institute (RDI) is the digital installation sectors professional body and trade organisation for the digital sector. It is an offence to imply or falsely claim membership of the RDI scheme. Using the 'blue digital tick' stamp of approval logo without a licence is fraudulent and a criminal matter. Requirements: Advertisements promoting an affiliation with the CAI must be bona fide CAI Members.

Installers wishing to advertise using the digital logo must be RDI qualified. All RDI installers carry a photo ID card with a unique identity number.

ALCOHOL DELIVERY SERVICES

See section 5.1 of the General Advertising Policy and Guidelines.

ALCOHOL HELP AND ADVICE

See Counselling and Advice.

ANIMAL BY-PRODUCTS

Regulations: The Department for Environment Food and Rural Affairs (DEFRA) is the regulatory body for matters pertaining to animal by-products. Requirements: If You are advertising animal by-products You must be registered with DEFRA. This is also a requirement for all persons collecting, receiving or using animal by-products for the following purposes:

- Knackers yards
- Feeding to recognised packs of hounds, zoo or circus animals, animals farmed for their fur, or maggots farmed for fish bait
- The manufacture of pet foods
- Use in technical or pharmaceutical products

ARC AND GAS WELDING EQUIPMENT

See Gas Installers.

ARCHITECTS

Regulations: Under the terms of the Architects Act 1997, it is against the law for You to use the term 'Architect', unless they are fully qualified and additionally registered with the ARB (Architects Registration Board).

The law only relates to the use of the word Architect. The word Architectural is not covered by the law, so You in print or online or copy on websites using the terms Architectural Consultant, Architectural Designer or Architectural Technician etc, are not necessarily qualified as an Architect. You in print or online or copy on websites who are not qualified and registered as an 'Architect' are not eligible to advertise under the heading of 'Architect.' Advertisements in print or online should instead appear under a different Classification, such as 'Architectural Services and Technicians.'



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Requirements: If You advertise within the Architects Classification You will be asked if they have the necessary qualifications and be registered with the ARB.

ARCHITECTURAL SERVICES AND TECHNICIANS

See Architectural Technologists.

ARCHITECTURAL TECHNOLOGISTS

Regulations: The word 'Architectural' is not protected by the law, so You may use the term Architectural Technologist.

Requirements: Advertisements stating to belong to the British Institute of Architectural Technologists must be appropriately qualified and registered.

ASBESTOS REMOVAL

Regulations: Businesses/individuals must be licensed with the Health and Safety Executive (HSE).

Requirements: If You advertise under the 'Asbestos Removal' Classification You must be licensed with the Health and Safety Executive (HSE). Advertisements must include the HSE licence number.

ASBESTOS SERVICES

See Asbestos Removal.

ASTROLOGERS, CLAIRVOYANTS AND PALMISTS

Requirements: Advertisements that involve the prediction of the future, or the promise to make specific dreams come true, must be neither misleading nor likely to exploit vulnerable people. Claims that services will successfully solve all problems, break curses, banish evil spirits, improve health, wealth, love life, happiness or other circumstances should be avoided as they are likely to be impossible to prove.

The word 'help' should be replaced with 'advice,' with the emphasis on the individual helping him or herself rather than events or changes resulting from some external force. References to healing should relate to the spiritual rather than the physical.

Advertisements must not state or imply that they have personal information or knowledge about recipients of direct marketing, e.g., "I see a major change or a move for you and possibly someone close to you." They should not imply that they send personalised readings to recipients if the same, or a substantially similar, report is sent to everyone who requests a reading. You must not make claims relating to the accuracy of their readings or claim that results are 'guaranteed' unless they are able to provide evidence as proof. Testimonials and newspaper articles alone are not sufficient to substantiate claims.

BABY SITTING AND CHILD MINDING

Definition: ENGLAND: The Ofsted definition of a childminder is 'A person who looks after one or more children under the age of eight for more than a total of two hours a day on domestic premises (other than the child's own home) for financial reward. Domestic premises normally mean your home. Reward can be money or payment in kind.'

WALES: Child minding is defined as 'looking after one or more children on domestic premises (other than the child's own home) for reward, where the total period spent looking after children in any one day exceeds two hours.'

SCOTLAND: The Regulation of Care (Scotland) Act 2001 defines childminding as 'looking after one or more children on domestic premises (other than the child's own home) for reward.'

N. IRELAND: Childminding is defined as 'looking after one or more children under the age of twelve for reward, where the total period spent looking after children in any day exceeds two hours.'

Regulations: ENGLAND: All Child Minders and Day-care Providers as defined by Ofsted must be registered with the Office for Standards in Education (Ofsted) if they care for children under eight years old. The Children Act requires Childcare Providers to meet 14 National Standards for Childminding, which are set out in the Care Standards Act 2000.

Child Minders of children eight years old and above do not need to be registered with Ofsted. Also, Babysitters do not require Ofsted registration.

WALES: The Welsh Assembly Government writes Regulations and National Minimum Standards for services which are regulated on behalf of The Welsh

Assembly Government by the Care Standards Inspectorate Wales (CSIW). Babysitters do not require registration.

SCOTLAND: All Child Minders operating in Scotland must be registered with the Scottish Commission for the Regulation of



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Care if they care for children under sixteen years old and are based in Scotland. Childminders will be inspected against the National Care Standards Early Education and Childcare up to the age of 16 years. Babysitters do not require registration. However, if a parent uses a babysitter through an agency, the agency will be required to be registered with the Care Commission.

N. IRELAND: Childminders operating in N. Ireland are required to register with Health and Social Services (HSS) trusts. Babysitters are not required to be registered.

Requirements: Advertisements under the 'Baby Sitting and Child Minding' Classification requiring registration must be registered with Ofsted, CSIW, The Scottish Commission for the Regulation of Care or the appropriate HSS trust.

BANKRUPTCY AND INSOLVENCY PRACTITIONERS

Regulations: Businesses/individuals advertising as Insolvency Practitioners must have at least one 'licensed Insolvency Practitioner' within the firm. Beware of firms that are not insolvency practices, but are in fact Debt Management businesses. They may purport to have a 'licence' which in fact is a 'consumer credit licence.' This is not the same as an 'Insolvency Practitioner's licence.'

Insolvency Practitioners must reveal on request the name of their licensing body. Individual Insolvency Practitioners should be invited to list after their name the letters that show which licensing body he/she is a member of, e.g., Mr Adam Apple ICAEW.

Requirements: A warning statement must be included, see 'Credit Information/ Advertisements in print or online or copy on websites' under section 5 (Products) of the General Guidelines.

BANKS AND FINANCIAL INSTITUTIONS

Regulations: All Advertisements must follow the Financial Services and Markets Act 2000 and the Financial Services and Markets Act 2000 (Financial Promotion) Order 2001, both enforced by the Financial Conduct Authority (FCA), as well as other rules and relevant guidance issued by the FCA.

Requirements: Offers of financial products should be set out so that they are easily understood and do not take advantage of consumers' inexperience or credulity. Advertisements should state the nature of the contract offered, any limitations, expenses, penalties and charges, and the terms of withdrawal. Alternatively, if an Advertisement is short or general in its content, free explanatory material giving full details of the offer should be readily available before a binding contract is entered into.

Advertisements should make clear that the value of investments is variable and, unless guaranteed, can go down as well as up. If the value of the investment is guaranteed, details should be included in the Advertisement. All information, including any financial details, must remain valid for the full life-cycle of The Phone Book Directory in which the Advertisement appears, currently 12 months. Advertisements must make clear that past performance or experience is not necessarily a guide for the future. Any examples used should be representative.

A warning statement must be included, see 'Credit Information/ Advertisements in print or online or copy on websites' under section 5 (Products) of the General Guidelines.

For Advertisements containing mortgage information see the Mortgages Classification Guidelines.

BEAUTY SALONS AND CONSULTANTS

Requirements: Claims that relate to a product's effects, whether direct, implied, visual or in the form of testimonials or endorsements, must be representative and supportable.

It must not be claimed that products can: eliminate, or reduce in the long term, the superficial signs of ageing; rejuvenate, restore, restructure or rebuild the skin, face or body; bring about as marked a change as is possible from undergoing cosmetic surgery ('non-surgical facelift' and 'facelift without surgery' are unacceptable claims); facilitate weight loss or inch loss; reduce fat; or improve the complexion.

The ASA does recognise that some cosmetic products can help to give skin a more youthful appearance by temporarily reducing the appearance of fine lines and wrinkles, and similar claims for "fillers" such as Collagen, Restylane and Perlane, that can be injected under the skin, are also acceptable. You can advertise using the term "cosmetic fillers" or "injected fillers", unless Botox is the only product offered (see 5.3 Botox for more information). Advertisements may refer to fillers as being capable of temporarily reducing the appearance of fine lines and wrinkles.



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BETTING SHOPS

See Gambling Products & Services (General Advertising Policies & Guidelines 5.11)

BOARDING KENNELS

Regulations: All catteries and boarding kennels must be licensed by the Local Council, guided by The Animal Boarding Establishments Act 1963.

Requirements: Businesses/individuals advertising under the 'Boarding Kennels' Classification must have a licence from their Local Council. No Advertisement should mislead by inaccuracy, ambiguity, exaggeration, omission or otherwise.

BODY-PIERCING

Regulations: There are no guidelines and no legal requirements for a Body-piercing Practitioner to be registered. However if ear-piercing is offered the Practitioner must be registered with the Local Council.

BOOKMAKERS

See Gambling Products & Services (General Advertising Policies & Guidelines 5.11)

BOTTLED GAS AND EQUIPMENT

See Gas Installers.

BUILDING SOCIETIES

Regulations: All Advertisements must follow the Financial Services and Markets Act 2000 and the Financial Services and Markets Act 2000 (Financial Promotion) Order 2001, both enforced by the Financial Conduct Authority (FCA), as well as other rules and relevant guidance issued by the FCA.

Section 107(1) of the Building Societies Act 1986 prohibits any person (including business organisations) carrying on business in the UK from holding himself out so as to indicate that he is a building society. Section 107(11) makes it a criminal offence to contravene subsection (1).

Requirements: You must be building societies to advertise under this heading. Offers of financial products should be set out so they are easily understood and do not take advantage of consumers' inexperience or credulity. Advertisements should state the nature of the contract offered, any limitations, expenses, charges, and the terms of withdrawal. Alternatively, if an Advertisement is short or general in its content, free explanatory material giving full details of the offer should be readily available before a binding contract is entered into. Advertisements in print or online should make clear that the value of investments is variable and, unless guaranteed, can go down as well as up. If the value of the investment is guaranteed, details should be included in the Advertisement. All information, including any financial details, must remain valid for the full life-cycle of The Phone Book Directory in which the Advertisement appears, currently 12 months.

Advertisements must make clear that past performance or experience is not necessarily a guide for the future. Any examples used should be representative.

A warning statement must be included, see 'Credit Information/ Advertisements in print or online or copy on websites' under section 5 (Products) of the General Guidelines.

BUTCHERS

Regulations: The Food Safety (General Food Hygiene) Butchers' Shops Amendment Regulations 2000.

The Regulations introduced a statutory annual licensing scheme for retail butchers' shops and other retail food outlets, including mobile shops and market stalls, handling and selling unwrapped raw meat together with ready-to-eat food from the same premises. Mixed business premises selling a range of goods, such as supermarkets, need a licence where they operate butchery service outlets.

Licensing is subject to satisfactory hygiene conditions being in place, including compliance with existing food hygiene legislation, the operation of documented food safety management controls in line with the principles of the Hazard Analysis Critical Control Points approach, and enhanced staff hygiene training requirements.

Requirements: Butchers, and other businesses handling and selling unwrapped raw meat, must have a licence with the local food authority as per the regulations stated above.

BUTCHERS' SUPPLIES

See Butchers.



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BUTCHERS' WHOLESALERS

See Butchers.

CAR AND COMMERCIAL VEHICLE DISMANTLERS

Regulations: EU legislation classifies 'End of Life Vehicles' (ELVs) as 'hazardous waste' and their disposal must be licensed in accordance with waste management legislation. Although this legislation does not prevent non-registered car dismantlers from advertising, it is in their interest to state that they are registered. We will accept terms such as 'fully licensed' or 'holders of a waste management licence.'

CASINOS

See Gambling Products & Services (General Advertising Policies & Guidelines 5.11)

CATTERIES

See Boarding Kennels.

CHEMISTS – WHOLESALE

Regulations: Wholesalers of pharmaceutical products must be licensed by the Medicines and Healthcare Products Regulatory Agency (MHRA) and must also comply with guidelines in the EU Directive 94/C63/03 for good distribution practise of medicinal products for human use.

Every site from which a wholesaler operates must also be registered. Premises are inspected periodically.

Requirements: Businesses/individuals advertising under the 'Chemists – Wholesale' Classification must have an MHRA licence.

CHEQUE ENCASHMENT

Regulations: Under The Money Laundering Regulations 2001, Money Service Businesses (bureau de change, cheque cashers, and money transmission agents) must be registered with HM Customs and Excise.

The British Cheque Cashers Association (BCCA) is the voluntary trade association representing some 350 businesses who offer cheque cashing services through more than 1000 outlets.

Requirements: Businesses/individuals advertising under the 'Cheque Encashment' Classification must be registered with HM Customs and Excise. However, Advertisements do not have to state if they are registered or members of the BCCA

CHILDCARE SERVICES

See 'Babysitting and Childminding', 'Nurseries – Children's Day Care' and 'Playgroups.'

CHILDREN'S HOMES

Regulations:

ENGLAND: The Commission for Social Care Inspection (CSCI) is the independent inspectorate for all social care services in England.

WALES: The Welsh Assembly Government writes Regulations and National Minimum Standards for these services which are regulated on behalf of The Welsh Assembly Government by the Care Standards Inspectorate Wales (CSIW).

SCOTLAND: The Scottish Commission for the Regulation of Care regulates Children's Homes in Scotland.

N. IRELAND: From 1st April 2005, Children's Homes in Northern Ireland are required to be registered with the Health and Personal Social Services (HPSS).

Requirements: Advertisements under the 'Children's Homes' Classification must be registered with the CSCI, CSIW, the Scottish Commission for the Regulation of Care or the HPSS.

CHIROPODISTS / PODIATRISTS

Definition: Chiropodists and Podiatrists diagnose and treat disorders, diseases and deformities of the feet.

Regulations: Both Chiropodists and Podiatrists must be registered with the Health Professions Council (HPC).

Requirements: Advertisements under the 'Chiropodists/Podiatrists' Classification must have an HPC registration.

Advertisements must be in accordance with the HPC advertising guidelines. Any advertising in relation to professional activities must be accurate. Advertisements must not be misleading, false, unfair or exaggerated. In particular, claims of personal skills, equipment or facilities being better than anyone else's should not be made unless proof that this is true is



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provided.

CHIROPRACTORS

Definition: Chiropractic is a primary healthcare therapy specialising in the diagnosis, treatment and overall management of conditions that are due to mechanical dysfunction of the joints, particularly those of the spine, and their effects on the nervous system.

Regulations: The profession is regulated through the General Chiropractic Council (GCC). It is illegal for You to use the term chiropractor directly or by implication (e.g. make reference to qualifications) unless they are registered with the GCC.

Requirements: Advertisements under the 'Chiropractors' Classification must have GCC registration.

CLINICS AND MEDICAL CENTRES

Requirements: Advertisements should only include a name, address and telephone number, together with a brief detail of the services provided. The Advertisement may include the words 'abortion advice' and 'approved under the 1967 Abortion Act.'

COCKTAIL BARS

See section 5.1 of the General Advertising Policy and Guidelines.

COMMERCIAL ESTATE AGENTS

See Estate Agents.

COMPLEMENTARY THERAPIES

Regulations: Two Complementary and Alternative Medicine (CAM) professions are subject to statutory regulation - Chiropractic and Osteopathy.

The terms Osteopath and Chiropractor are regulated by the General Osteopathic Council (GOsC) and the General Chiropractic Council (GCC) respectively. It is illegal to use the terms osteopath or chiropractor directly or by implication (e.g. make reference to qualifications) without being registered with the appropriate council.

Requirements: Advertisements under the 'Complementary Therapies' Classification must hold the appropriate registration where required.

COSMETIC SURGERY

Definition: The Cosmetic Surgery Interspecialty Committee defines cosmetic surgery as Cosmetic surgery – operations and other procedures that revise or change the appearance, colour, texture, structure or position of bodily features, which most would consider otherwise to be within the broad range of 'normal' for that person.

Doctors who practise surgery and hold Member of the Royal College of Surgeons (MRCS) or Fellow of the Royal College of Surgeons (FRCS) or Associate Fellowship of the Royal College of Surgeons (AFRCS) qualifications, or other countries' equivalents, can be described as Surgeons. Surgeons who have chosen to specialise in plastic surgery can be described as Cosmetic Surgeons.

Requirements: In general, Cosmetic Surgery Advertisements, i.e., those that do not specify the types of surgery they offer or those that mention a wide variety of procedures, should only include the claim 'qualified' and derivatives such as 'highly qualified' or

'fully qualified' if the Surgeons involved:

- Are on the Specialist Register of the General Medical Council in respect of plastic surgery or
- Hold a Certificate of Completion of Specialist Training, CCST, in plastic surgery or
- Hold another country's equivalent or
- Are accredited in plastic surgery in the old system, hold NHS Consultant posts in plastic surgery (excluding Locum Consultant posts) or are eligible for inclusion in the Specialist Register under the transitional arrangement or grandfather clause (which exempts persons already engaged in an activity from rules or legislation affecting that activity).

Advertisements should not imply that the permanent removal of localised areas of fat will prevent subjects from gaining fat elsewhere, that tattoos can be removed without trace or that surgically replaced hair will last permanently.



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COUNSELLING AND ADVICE

Regulations: There are no legal qualifications needed to practise as a Counsellor in the UK, hence anyone can advertise under this Classification.

The British Association for Counselling and Psychotherapy (BACP) publishes The United Kingdom Register of Counsellors (UKRC), a list of registered independent Counsellors/Psychotherapists. However, registration is not required by law.

CREDIT AND FINANCE COMPANIES – PERSONAL

Regulations: Credit and Finance Companies are regulated by the Financial Conduct Authority (FCA). It is the Advertiser's responsibility to know by whom they are regulated. The Consumer Credit (Advertisements) Regulations 2004 and the Consumer Credit (Advertisements) Regulations 2010 stipulates rules for advertising.

Requirements: Every credit Advertisement or hire Advertisement shall:

- Use plain and intelligible language
- Be easily legible
- Specify the name of the Advertiser
- Contain the interest rate and any charges included in the total cost of credit to the consumer with a clear indication of the annual percentage rate of the loan (APR).

All information including financial details must remain valid during the full life-cycle of BT Directories in which the Advertisement appears, currently 12 months.

A warning statement must be included, see 'Credit Information/Advertisements under section 5 (Products) of the General Guidelines.

CREDIT AND FINANCE COMPANIES – TRADE

See Credit and Finance Companies – Personal.

CREDIT CONTROL SERVICES

See 'Accountants' and 'Credit and Finance Companies – Personal.'

CREDIT UNIONS

Regulations: Credit Unions are regulated by the Financial Conduct Authority (FCA). It is the Advertiser's responsibility to know by whom they are regulated.

Requirements: Offers of financial products should be set out so that they are easily understood and do not take advantage of consumers' inexperience or credulity. Advertisements should state the nature of the contract offered any limitations, expenses, charges, and the terms of withdrawal. Alternatively, if an Advertisement is short or general in its content, free explanatory material giving full details of the offer should be readily available before a binding contract is entered into.

Advertisements should make clear that the value of investments is variable and, unless guaranteed, can go down as well as up. If the value of the investment is guaranteed, details should be included in the Advertisement. All information, including any financial details, must remain valid during the full life-cycle of We Directories in which the Advertisement appears, currently 12 months.

Advertisements must make clear that past performance or experience do not necessarily serve as guides for the future. Any examples used should be representative.

DEBT MANAGEMENT

Regulations: All who provide debt management services, whether they charge a fee or not, must be licensed under the Consumer Credit Act 1974, taking account of the reforms introduced by the Consumer Credit Act 2006.

The Trading Standards Institute is responsible for approving consumer facing codes of practice.

The Code Sponsor for Debt Management is the Debt Managers Standards Association Limited (DEMSA) and under its Code of Conduct (The Code): Members of this Code must also comply with any other regulations which may apply, including the Data Protection Act 1998, Consumer Protection Act 1987, Financial Services (Distance Marketing) Regulations 2004, Unfair Contract Terms Act 1977, Unfair Terms in Consumer Contracts Regulations 1999, Supply of Goods and Services Act 1982 and any further enactments thereof.

Requirements: Where a Debt Management agency promotes its services through marketing material or any other



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medium, the following key principles and guidelines must be observed:

- It should be accurate, clear and not mislead.
- Where warnings or caveats are required they should be given equal prominence to the material they refer to.
- It should not imply debts can be ignored or guarantee a favourable outcome to the consumer in negotiations with the creditors.
- Where guidance requires warnings and caveats, these must be accorded similar prominence to the material in the Advertisement which they are intended to qualify.
- Advertising of Debt Management services should not emphasise the 'savings' to be made by rescheduling debts (e.g., by means of a reduction in monthly payments) without making it equally clear that this will usually lead to an increase in the size of the sum to be repaid and that rescheduling the debt may impair the consumers' credit record.
- It should not claim or imply that the Debt Management agency can guarantee an outcome favourable to the consumer in negotiations with creditors. Where specific 'savings' (e.g., the amount by which outgoings per month can be reduced) are quoted, there must be a similar indication of the likely increase in the total amount of sum to be repaid and/or the period of repayment, and the fee that will be charged.

Where the arrangements with the Debt Management agency will lead to a period in which contractual payments are not made by the consumer (e.g. because the first payment is a deposit or up-front fee or because of a delay in distributing payments to creditors), the consumer must be warned of this in the marketing material.

All information, including any financial details, must remain valid for the full life-cycle of We Directories in which the Advertisement appears, currently 12 months.

A warning statement must be included, see 'Credit Information/Advertisements under section 5 (Products) of the General Guidelines.

DEMOLITION

Regulations: The Control of Explosives Regulations 1991 requires anyone who acquires or keeps explosives to hold an explosives certificate issued by the Chief Officer of Police. Demolition businesses which provide technical advice or take down structures by hand do not need an explosives certificate. Requirements: Advertisements must have the relevant certificate where appropriate.

DENTAL TECHNICIANS

See Dentists.

DENTISTS

Regulations: The General Dental Council (GDC) is the regulatory body of the dental profession. It registers all qualified Dentists, enrolls Dental Hygienists and Dental Therapists, and provides them with a licence to practise in the UK.

Under the Dentists Act 1984, section 38, it is a criminal offence for any person who is not a registered Dentist, visiting European Economic Area (EEA) practitioner, or registered medical practitioner to practise or claim to be practising or being prepared to practise dentistry.

Requirements: You must be registered with the GDC to advertise under this Classification.

DERMATOLOGISTS

Definition: Dermatology is the branch of medicine that is concerned with the physiology and pathology of the skin. A dermatologist is a medically qualified doctor who has chosen to spend several years training specifically in dermatology.

Regulations: Specialist dermatologists are consultants that must be registered with the General Medical Council on the GMC Specialist Register. Entry onto the Specialist Register is dependent on completion of recognised training within the UK or Ireland or upon recognition of an equivalent level of training obtained in another country. The Specialist Register can be checked on the General Medical Council website.

Requirements: Businesses/individuals advertising under the 'Dermatologists' Classification must be on the GMC Specialist Register with the General Medical Council.

Businesses/individuals advertising under the 'Dermatologists' Classification must be on the GMC Specialist Register with the General Medical Council.



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DIETING AND WEIGHT CONTROL

Regulations: Code of Advertising Practice (CAP) and Department of Health guidelines should be followed.

Prescription-only slimming products should not be advertised to the general public.

Requirements: General claims that precise amounts of weight can be lost within a stated period or that weight can be lost from specific parts of the body are not allowed.

Claims that individuals have lost exact amounts of weight should be compatible with good medical and nutritional practise and should give details of the time period involved. Testimonials and other claims in Advertisements in print or online or copy on websites for proven products should not normally claim more than 2lbs/week weight loss.

You in print or online or copy on websites should hold scientific evidence to support all their claims. Testimonials alone are not sufficient to prove that a slimming product or method works.

Advertisements in print or online or copy on websites for unproven weight loss products should not include any direct or implied efficacy claims. If the name of the product implies efficacy (e.g. 'Fat Buster', 'Sleep and Slim') a disclaimer must be added stating that the product has not been proven to aid weight loss.

Claims that products can, for example, boost metabolism, inhibit dietary fat absorption, melt fat, soak up fat, break down fat, suppress appetite, block fat etc., are almost always unproven and are likely to break advertising regulations.

Advertisements in print or online or copy on websites for diet aids (e.g. Herbalife – a meal replacement product) should make clear how they work and prominence should be given to the role of the diet. You in print or online or copy on websites should not give the impression that, by following their advertised method, dieters cannot fail.

There is no evidence that products containing the following can assist in weight loss so it must not be claimed they can do so: Aminopyline, CitrusAurantia, Chitosan, Chromium Picolinate, CLA, Garcinia Cambogia, Guarana Extract, L-Carnitine, Lecithin, Ribose.

Advertisements in print or online or copy on websites should not give the impression that, by following their method or using their product, dieters can eat as much as they want and still lose weight. Combining a diet with an unproven weight loss method does not justify slimming claims for the method. Advertisements should not feature people who were/are obese and should not target obese people. You in print or online or copy on websites cannot claim that a treatment can specifically target 'cellulite.' Advertisements or treatment involving Endermologie can claim that it may "temporarily reduce the appearance of cellulite". However claims that the treatment "can smooth away, reduce, eliminate or remove cellulite" are unacceptable.

DIRECTORY ENQUIRY SERVICES

See section 2.6 of the General Advertising Policy and Guidelines.

DISABLED ACCESS TAXIS

See Taxis and Private Hire Vehicles.

DOCTORS, GPs & MEDICAL PRACTICES

Regulations: Doctors, GPs and Medical Practitioners must have a recognised medical qualification and be registered with the General Medical Council (GMC) to practise medicine in the UK. The revalidation requirement, which comes into effect from 2005, states that doctors must demonstrate that they remain fit to practise.

Nurses, Midwives, and Health Visitors must be registered with the Nursing and Midwifery Council (NMC) to work in the UK.

Requirements: Businesses/individuals advertising under the 'Doctors, GPs & Medical Practices' Classification must be registered with the GMC or the NMC.

DRIVING SCHOOLS – ADVANCED

See Driving Schools – Car.

DRIVING SCHOOLS – CAR

Regulations: There are no rules governing the advertising of Driving Schools offering driving lessons.

Requirements: Businesses/individuals advertising training courses to become a Driving Instructor must state that a fee is payable for the course. Also, unless they offer salaried positions, You should not state or imply that the income level of successful candidates is secured.



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DRIVING SCHOOLS – COMMERCIAL

See Driving Schools – Car.

ELECTRICIANS – COMMERCIAL AND INDUSTRIAL

See Electricians – Domestic.

ELECTRICIANS – DOMESTIC

Regulations: Firms registered with The Part P Competent Person Scheme are electrical installers who have been approved to self-certify that their work complies with the Building Regulations.

Requirements: Part P does not have a standardised statement for use by Part P registered contractors in telephone directories. However Part P advises that only contractors registered can use the Part P logo as it is downloaded from the website which is password protected. Individual You must therefore provide the Part P logo to Us at time of placing the Order.

ELECTROLYSIS

Regulations: Premises and people carrying out electrolysis must be registered separately with their Local Council under the Local Government (Miscellaneous Provisions) Act 1982.

Requirements: The following wording must be noted:

Needle electrolysis "permanent" – acceptable claim
"painless" – unacceptable claim

Tweezer "after a reasonable number of treatments, some hairs can be removed permanently" – acceptable claim
"painless" – unacceptable claim

EMPLOYMENT AGENCIES

Requirements: Advertisements in print or online or copy on websites within this Classification must clearly state that they are an employment agency, either in their trading name and contact details or within the Ad content.

ENDOWMENT COMPENSATION

Definition: Endowment compensation is undertaken by Claims Management Companies, who facilitate the handling of consumers' complaints for a fee - usually a significant percentage of any compensation awarded to the consumer.

Regulation: Businesses or individuals performing claims management must be authorised in accordance by the Claims Management Regulator as required by the Compensation Act 2006 unless an exemption applies. Other regulation includes the Compensation (Claims Management Services) Regulations 2006, Compensation (Claims Management Services) (Amendment) Regulations 2008, Compensation (Regulated Claims Management Services) Order 2006, Compensation (Specification of Benefits) Order 2006 and the Compensation (Exemptions) Order 2007.

Requirements: Businesses/individuals advertising under the 'Endowment Compensation' Classification must be authorised by the Claims Management Regulator unless they are covered by an exemption. Advertisements must comply with the Claims Management Services Regulation Marketing and Advertising Claims Management Services.

We will not accept Advertisements that include the Ministry of Justice logo. We will not accept Advertisements that include the phrases "approved by the MoJ" or "authorised by the MoJ" or otherwise imply you are approved by, or connected to, a government agency or regulator. We will only accept the following phrase in Advertisements "Regulated by the Ministry of Justice in respect of regulated claims management activities".

We will not accept Advertisements that includes any offer of immediate cash payment or gift to a potential client as an inducement for making a claim. Advertisements that use the "No Win No Fee" will only be accepted by We where the expression is used in accordance with the CAP HelpNote on "No Win No Fee claims". We will not accept Advertisements that You are a member of the Claims Management Council unless You have provided evidence of such membership.

EQUESTRIAN CENTRES

Definition: The term 'Riding Establishment' refers to a business which keeps horses which are let out on hire for riding, or for use in providing instruction in riding for payment, or both.



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Regulations: The Riding Establishments Act 1964 forbids the keeping of a riding establishment without the authority of a licence issued by the Local Council.

Requirements: Businesses/Individuals advertising under the 'Equestrian Centres' Classification must be licensed by the Local Council unless no instruction is given or the horses are not available for hire.

EQUINE DENTISTRY

Definition: An Equine Dental Technician (EDT) is the name given to a lay person who is performing equine dentistry. The term 'dentist' ('horse dentist', 'equine dentist', etc.) should not be used as it is strictly for use only by human dentists, i.e. those with a human dentistry university degree qualification.

Regulations: There are increasing numbers of properly qualified EDT's throughout the country, however there are still many unqualified persons practising equine dentistry to a variety of standards. The BAEDT (British Association of Equine Dental Technicians) has a list of members who have passed the joint BAEDT/BEVA examination and who keep their membership up to date. The list can be found at www.equinedentistry.org.uk.

Requirements: There are no current requirements for Equine Dental Technicians to be registered with the BAEDT.

EQUINE SERVICES

Definition: Advert in this Classification may include any product or service for horses or related to horses.

Regulations: There are no specific regulations relating to this Classification. Where an Advert in this Classification could be placed in any other Classification which is subject to regulation, the Advertisement in this Classification shall comply with all applicable regulations.

Requirements: Any licence and/or registration number must feature on the Order for directory advertising form.

EQUITY RELEASE SERVICES

Regulations: Any firm selling or offering advice about investments, such as annuities that may form part of an equity release scheme must be authorised by the Financial Conduct Authority (FCA).

Requirements: Businesses/individuals advertising under the 'Equity Release Services' Classification, selling or offering advice about investments must be authorised with the FCA.

For Advertisements containing mortgage information see the Mortgage Classification Guidelines.

ESTATE AGENTS

Regulations: All Estate Agents are bound by the Estate Agents Act 1979, whether or not they are registered with a governing body such as the National Association of Estate Agents (NAEA) or the Ombudsman for Estate Agents (OEA). Powers to prohibit or warn estate agents, and to authorise estate agents redress schemes, are administered by Powys County Council.

Requirements: An Estate Agent does not have to be registered to practise or advertise.

EYE LASER SURGERY

Regulations: Doctors performing eye laser surgery must be registered with the General Medical Council (GMC). There are no specific qualifications in eye laser surgery.

Laser treatments must only be given in premises that are registered with the Healthcare Commission. It is an offence under the Care Standards Act 2000 Part II Section 11(1) to carry on or manage such a service without first being registered to do so. Failure to apply for registration could render You liable to prosecution.

Requirements: Businesses/individuals advertising under the 'Eye Laser Surgery' Classification must be appropriately registered.

FAMILY PLANNING AND FERTILITY CLINICS

Requirements: Advertisements in print or online or copy on websites from Family Planning Centres must include only a name, address, telephone number, and brief details of the service available e.g., 'contraception advice and supplies.'

FARRIERS

Regulations: The Farriers Registration Council registers persons engaged in farriery and the shoeing of horses and helps prohibit the shoeing of horses by unqualified persons. It is a criminal offence for any person to shoe a horse (including his/her own) or otherwise engage in farriery in Great Britain (excluding the Highlands and Islands of Scotland), if not on the Register of Farriers. To do so may render that person liable to prosecution.



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Requirements: Businesses/individuals advertising under the 'Farriers' Classification must be registered with the FRC.

FINANCIAL SERVICES

Regulations: Any Advertiser carrying out a regulated activity as defined in the Financial Services and Markets Act 2000 needs to be registered with the Financial Conduct Authority (FCA) or Prudential Regulation Authority (PRA) as may be applicable. It is the Advertiser's responsibility to know by whom they are regulated.

Requirements: Businesses/individuals carrying out regulated activities that require registration with the FCA or PRA must be registered to advertise.

FIREWORK DISPLAY SERVICES

See Firework Manufacturers.

FIREWORK MANUFACTURERS

Regulations: The making and dismantling of fireworks can only be carried out at a site licensed under the Explosives Act 1875 by the Health and Safety Executive and in accordance with The Manufacture and Storage of Explosives Regulations 2005. To store fireworks (except for private use), the premises must be registered with the Local Council.

Requirements: Businesses/individuals advertising under the 'Firework Manufacturers' Classification must have the appropriate license or registration.

FIREWORK RETAILERS

Regulations: The sale of fireworks are controlled by The Fireworks Regulations 2004.

Requirements: Business/individuals advertising under the "Firework Retailers" Classification must have the appropriate licence or registration as required by the regulations to store and sell fireworks.

The licence and/or registration number must feature on the Order for directory advertising form.

FIRST AID SUPPLIES

See Medical Advertisements in print or online or copy on websites (General Advertising Policy & Guidelines, 4.1).

GAS APPLIANCES

Requirements: There are no regulations or requirements relating to selling gas appliances. However, You carrying out work on gas fittings or appliances must be registered with Gas Safe Register. See the Gas Installers heading for more information.

GAS COMPANIES

See Gas Installers.

GAS CONTROL EQUIPMENT

Requirements: There are no regulations or requirements relating to selling gas appliances. However You carrying out work on gas fittings or appliances must be registered with Gas Safe Register. See the Gas Installers heading for more information.

GAS HEATING ENGINEERS

See Gas Installers.

GAS HEATING EQUIPMENT

Requirements: There are no regulations or requirements relating to selling gas appliances. If You carry out work on gas fittings or appliances You must be registered with Gas Safe Register. See the Gas Installers heading for more information.

GAS INSTALLERS

Regulations: Gas Safe Register is the National Watchdog for gas safety in the UK. The Gas Safety (Installation and Use) Regulations 1998 places specific responsibilities on gas users, installers, suppliers and landlords. It is illegal for people to work with gas unless they are registered with Gas Safe Register.

To sell gas appliances the seller does not have to be registered with Gas Safe Register unless the Advertiser also carries out work on gas fittings or appliances.

Requirements: Gas Safe Register does not have a standardised statement for use by Gas Safe registered installers in



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telephone directories. However Gas Safe Register requests that alongside any reference to Gas Safe registration, the Gas Safe registration number is included in order to allow consumers to check the details before choosing to employ the services of the Installer.

It is law that anyone carrying out gas work that is within the scope of the Regulations is on the Gas Safe Register from 1 April 2009.

GUN SHOPS, CLUBS & GUNSMITHS

Regulations: Under the Firearms Act 1968, all persons engaged by way of trade or business in the manufacture, sale or transfer of firearms, ammunition or shotguns must be registered as Firearms Dealers with the Police Force in their area. Also included are persons engaged in the repair, testing or proving of such firearms or ammunition.

Retail outlets such as Agricultural Merchants or Fishing Tackle Shops which sell air weapons or shot gun cartridges do not need to be registered.

Requirements: You must have the relevant registration from their local Police Force.

HAIR CONSULTANTS

Regulations: Hair transplant operations must be under the direct supervision of a registered Medical Practitioner.

Requirements: Advertisements may give an indication of the general nature of the services provided, but they must not mention specific conditions they treat, or any effect they claim the treatments may have.

The only marketed product that has been proven to retard hair loss in some men is a medicine called Regaine (active ingredient: Minoxidal) which is available from pharmacies. Advertisements offering Regaine by mail order are not allowed. No other product should claim to retard hair loss or promote hair regrowth.

HEARING AID MANUFACTURERS AND SUPPLIERS

Regulations: All Businesses/individuals must follow The Hearing Aid Council (HAC) Code of Trade Practice.

Requirements: Businesses advertising under the 'Hearing Aid Manufacturers and Suppliers' Classification must be registered with the HAC.

HERBALISTS

Regulations: There is no statutory regulatory system in the UK governing the practise of Herbalists. This means that anyone can offer these services to the public without any professional training.

HOSPITAL AND MEDICAL EQUIPMENT

See Medical Advertisements in print or online or copy on websites (General Advertising Policy & Guidelines, 4.1).

HYPNOTHERAPISTS

Regulations: There is no legislation in the UK that regulates the training and qualification of Hypnotherapy Practitioners.

Requirements: Claims of success rates for quitting smoking should always be followed immediately by an explanation of how the figure was obtained. Claims referring to the acceptance of hypnotherapy by doctors should clearly refer to a specific or 'growing' number of doctors rather than to the medical profession as a whole. You should be in a position to provide evidence to substantiate such a claim. In addition, any references to GP referrals or 'a referral network' should be supported by proof that GPs have referred their patients to the Advertiser rather than expressing an aspiration that they will do so.

Claims that hypnotherapy is "safe" or "safer than nicotine patches" are not acceptable. References to Neuro Linguistic Programming (NLP) should avoid implying that it is a 'new science.' Hypnotherapists should avoid terms such as 'experienced' or the implication that they have been in practice for a number of years if this is not the case. In addition, while You who have the Practice Builders teaching course may refer to certification by the American Board of Hypnotherapy, they should avoid terms such as 'International Teaching Institute' which imply that Practice Builders is primarily an educational foundation.

You must avoid implying that willpower is unnecessary unless they have evidence to prove this. Claims that quitting is 'easy' or 'guaranteed' must be avoided.



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IMMIGRATION ADVICE AND SERVICES

Regulations: All immigration advisers must be registered with the Office of Immigration Services Commissioner (OISC), or be an adviser with an organisation, such as the Citizens Advice Bureau, which is exempt from registration. Anyone who gives immigration advice and is neither registered nor exempt will be committing a criminal offence.

Requirements: Every Advertiser claiming to be an immigration adviser must be registered with the OISC, unless they are an adviser with an exempt organisation, such as the Citizens Advice Bureau.

INSURANCE

A service that offers financial compensation for something that may or may not happen. Originally the term 'assurance' was generally used for life assurance, but now the two words are interchangeable. General Insurance covers such products as:

- Insurance for your home (buildings and contents), vehicles, caravans, boats and pets
- Travel insurance
- Private medical, dental and personal accident insurance
- Extended warranty and breakdown insurance
- Legal expenses insurance
- Payment protection for mortgages and other loans

General insurance does not include life assurance and pensions.

Regulations: All insurance businesses must be authorised by, and registered with, the Financial Conduct Authority (FCA) in order to operate and advertise as such. Advertising must be 'clear, fair and not misleading' as described in 'Insurance: Conduct of Business' (ICOB) under section 3.8.3 of Financial Promotions.

INSURANCE – CAR AND AUTOMOTIVE

Definition: 'Automotive' by definition means 'relating to, or concerned with motor vehicles.' Therefore, this Classification includes insurance products for car, caravan, motor, motorcycle or other vehicle types.

Regulations: See regulations under 'Insurance.'

Requirements: Businesses advertising within this Classification MUST be authorised by and registered with the FCA. 'Automotive' insurance MUST be the PROMINENT insurance product shown within the Advertisement.

INSURANCE – COMMERCIAL

Definition: 'Commercial' insurance includes products for insuring business premises, commercial vehicles, business liability and other commercial activity.

Regulations: See regulations under 'Insurance.'

Requirements: Businesses advertising within this Classification MUST be authorised by and registered with the FCA.

'Commercial' insurance MUST be the PROMINENT insurance product shown within the Advertisement.

INSURANCE – COMPANIES

Definition: An insurance company (or 'insurer' or 'underwriter') is the business that takes on the risks in the insurance policy it sells in return for the payment of premiums. Companies may be 'mutual' (owned by the policyholders) or 'proprietary' (owned by stakeholders).

Regulations: See regulations under 'Insurance.'

Requirements: Businesses advertising within this Classification MUST be authorised by and registered with the FCA. Only companies that provide insurance products (as per the definition) may advertise in this Classification.

INSURANCE – HEALTH

Definition: Terminology may include 'health', 'medical', 'private medical', etc.

Regulations: See regulations under 'Insurance.'

Requirements: Businesses advertising within this Classification MUST be authorised by and registered with the FCA.

'Health' insurance MUST be the PROMINENT insurance product shown within the Advertisement.



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INSURANCE – HOUSEHOLD

Definition: This Classification is for all household related insurance products, which may include buildings, contents, home or other property related insurance (for example flats, holiday homes, let properties, thatched and listed properties, etc.).

Regulations: See regulations under 'Insurance.'

Requirements: Businesses advertising within this Classification MUST be authorised by and registered with the FCA.

'Household' insurance MUST be the PROMINENT insurance product shown within the Advertisement.

INSURANCE – INTERMEDIARIES

Definition: An 'intermediary' is a person or organisation that does not offer their own products, but advises on or sells products from product providers such as insurance or investment firms.

Regulations: See regulations under 'Insurance.'

Requirements: Businesses advertising within this Classification MUST be authorised by and registered with the FCA as an Intermediary. Only businesses that carry out insurance mediation activities (as per the definition) can advertise within this Classification.

INSURANCE – OTHER

Definition: Alternative insurance products may be advertised within this Classification. Examples of such insurance products are bicycle, boat, dental, life, marine and pet insurance.

Regulations: See regulations under 'Insurance.'

Requirements: Businesses advertising within this Classification MUST be authorised by and registered with the FCA.

INSURANCE – PET

Definition: 'Pet' insurance includes products related to the insuring of pets and animals.

Regulations: See regulations under 'Insurance.'

Requirements: Businesses advertising within this Classification MUST be authorised by and registered with the FCA.

'Pet' insurance MUST be the PROMINENT insurance product shown within the Advertisement.

INSURANCE – SERVICES

Definition: Businesses advertising within this Classification typically undertake administration and assessing activities. No insurance products are to be advertised within this Classification.

Regulations: See regulations under 'Insurance.'

Requirements: Businesses in this Classification do not sell insurance products or carry out mediation activities and therefore do not need to be authorised by or registered with the FCA.

INSURANCE – TRAVEL

Definition: All types of 'travel' insurance are included within this Classification, including specialist insurance products such as winter sports, backpacking, single or multi trip, etc.

Regulations: See regulations under 'Insurance.'

Requirements: Businesses advertising within this Classification MUST be authorised by and registered with the FCA.

'Travel' insurance MUST be the PROMINENT insurance product shown within the Advertisement.

KISSOGRAMS

Requirements: Adverts must not cause grave or widespread offence and must not include any photographs of people.

LASER EYE SURGERY

Regulations: Doctors performing laser eye surgery must be registered with the General Medical Council (GMC). There are no specific qualifications in laser eye surgery and any Doctor employed by a refractive surgery chain can operate after a laser surgery course of just a few days.

Laser treatments must only be given in premises that are registered with the Healthcare Commission. It is an offence under the Care Standards Act 2000 Part II Section 11(1) to carry on or manage such a service without first being registered to do so. Failure to apply for registration could render You in print or online or copy on websites liable to prosecution.



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Requirements: Businesses/individuals advertising under the 'Laser Eye Surgery' Classification must be appropriately registered.

LIFE ASSURANCE AND PENSION CONSULTANTS

Regulations: There are no regulations governing who can classify themselves as a Pension Consultant. However Life Assurance and Pension Consultants often perform activities which require registration and regulation by the Financial Conduct Authority (FCA).

Requirements: Businesses/Individuals appearing under the 'Life Assurance and Pension Consultants heading' carrying out regulated activities that require registration with the FCA, must be registered to advertise.

LIFE ASSURANCE AND PENSIONS

See Life Assurance and Pension Consultants.

LOANS

Regulations: Loans are regulated by the Financial Conduct Authority (FCA). It is the Advertiser's responsibility to know by whom they are regulated. All Advertisements must follow the applicable regulations set down in the Consumer Credit (Advertisements) Regulations 2004 and the Consumer Credit (Advertisements) Regulations 2010 and ensure compliance with all applicable laws.

Requirements: All information, including any financial details, must remain valid for the full life-cycle of BT Directories in which the Advertisement appears, currently 12 months.

All Advertisements for loans and/or credit must include the interest rate and any charges included in the total cost of credit to the consumer with a clear indication of the annual percentage rate of the loan (APR).

A warning statement must be included, see 'Credit Information/ Advertisements under section 5 (Products) of the General Guidelines.

MASSAGE THERAPY

Definition: Massage therapy is the manipulation of the soft tissues of the body - the muscles, tendons and ligaments. A massage therapist's hands are the most important tool through which he not only treats the patient but also detects physical and emotional problems. The massage therapist palpates the patient's body to determine the condition of the tissues and the likely source of any pain, and thus the correct form of remedial treatment.

Requirements: We only encourage properly qualified masseurs/masseuses or massage therapists to advertise. Advertisements must emphasise the health and therapy aspect of massage. However We does not allow suggestive references, illustrations or Advertisements of a sexual nature. In addition, the premises where the therapy occurs must be licensed and the therapists who provides the treatment must be registered with the local council.

MEDICAL SUPPLIES

See Medical Advertisements (General Advertising Policy & Guidelines, 4.1).

MIDWIVES

Regulations: To be eligible to practise, a Midwife

- must hold a Midwifery qualification
- must have a current registration as a Midwife with the Nursing and Midwifery Council (NMC),
- must meet the NMC standards for updating his/her Midwifery practice.

In addition he/she must give notice of intention to practise to the supervising Local Council in every area in which he/she intends to practise. Requirements: Businesses/individuals advertising under the 'Midwives' Classification must be registered with the NMC.

MINERAL WATER

Regulations: The CAP code regulations state that "no person shall cause any water to be marked or labelled with the description 'spring water' unless that water is extracted from a spring."

Requirements: Businesses/individuals advertising under the 'Mineral Water' Classifications must not mislead by incorrectly describing the source of mineral water.



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MORTGAGES

Regulations: The Financial Conduct Authority (FCA) regulates mortgage advertising. All Advertisements must follow the regulations set down in the Financial Services and Markets Act 2000 and the Financial Services and Markets Act 2000 (Financial Promotion) Order 2001. Some mortgage Advertisements may also require compliance with the Consumer Credit (Advertisements in print or online or copy on websites) Regulations 2004 depending on the type of loan or lender involved.

Requirements: Offers of financial products should be set out so that they are easily understood and do not take advantage of consumers' inexperience or credulity. The FCA states that Annual Percentage Rates (APRs) or other price information should be relevant and recent. Firms should therefore avoid using this information in qualifying credit promotions which have a long shelf life, and where the information can become outdated. Hence no financial information is to be included in mortgage advertising, and the Advertisement should only include the following information:

- The name of the firm (or its appointed representative)
- A logo
- Contact point (address, including an e-mail address, telephone or facsimile number)
- A brief, factual statement of the firm's (or its appointed representative's) main occupation

Warning Statement

For secured loans under the Consumer Credit (Advertisements in print or online or copy on websites) Regulations 2004, You in print or online or copy on websites need to include the following:

If security is (or may be) required this must be stated, together with the nature of the security (e.g. 'a guarantor may be required')

The following warning(s) must be included as appropriate in capital letters:

"YOUR HOME MAY BE REPOSSESSED IF YOU DO NOT KEEP UP REPAYMENTS ON YOUR MORTGAGE OR ANY OTHER DEBT SECURED ON IT." Where the qualifying credit promotion refers to paying off unsecured debts (for example, credit cards, personal loans or overdrafts) by taking out qualifying credit the warning shall be preceded by the following in capital letters:

"THINK CAREFULLY BEFORE SECURING OTHER DEBTS AGAINST YOUR HOME."

If the loan is in respect of secured lifetime mortgages or for 'equity release', then the general warning is replaced by the following in capital letters: "CHECK THAT THIS MORTGAGE WILL MEET YOUR NEEDS IF YOU WANT TO MOVE OR SELL YOUR HOME OR YOU WANT YOUR FAMILY TO INHERIT IT. IF YOU ARE IN DOUBT, SEEK INDEPENDENT ADVICE".

There are other 'warnings' that may be required such as for foreign currency mortgage or hire agreement secured by way of a mortgage, etc. It is the advertiser's responsibility to ensure they comply with all relevant requirements regarding warning statements and other legal requirements.

MOT TESTING

Regulations: The Vehicle and Operator Services Agency (VOSA) supervises the Ministry of Transport (MOT) scheme to ensure that garages authorised to carry out MOT tests do so to the correct standards.

Requirements: Businesses/individuals advertising under the 'MOT Testing' Classification must be registered with VOSA.

NOTARIES

Regulations: A person cannot practise as a Notary Public in England and Wales unless he or she is appropriately qualified and admitted to the roll of notaries by the Faculty Office.

To practise as a Notary Public in Scotland a person must be a solicitor, have taken an oath of office as a notary and be admitted to the register of the Law Society of Scotland.

Requirements: Businesses/individuals advertising under the 'Notaries' Classification must have the necessary certification and any relevant authorisation.



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NURSERIES – CHILDREN'S DAY CARE

Definition: ENGLAND: The Ofsted definition of a day care provider is 'Care provided at any time (day or night) for children under the age of eight on premises other than domestic premises, where the period (or total periods) in any day during which the children are looked after on the premises exceeds two hours.'

WALES: 'Care provided at any time (day or night) for one or more children for reward, where the total period spent looking after children in any day exceeds two hours.'

SCOTLAND: The Regulation of Care (Scotland) Act 2001 defines day care as 'a service which consists of any form of care (whether or not provided to any extent in the form of an educational activity), on premises other than domestic premises, during the day (whether or not it is provided on a regular basis or commences or ends during the hours of daylight) for a period of over two hours in any day.'

N.IRELAND: Day care is defined as 'looking after one or more children under the age of twelve for reward, where the total period spent looking after children in any day exceeds two hours.'

Regulations: ENGLAND: All Day-care Providers as defined by Ofsted must be registered with the Office for Standards in Education (Ofsted) if they care for children under eight years old.

WALES: The Welsh Assembly Government writes Regulations and National Minimum Standards for these services which are regulated on behalf of The Welsh Assembly Government by the Care Standards Inspectorate Wales (CSIW).

SCOTLAND: All Day-care Providers as defined by the Care Commission must be registered with the Scottish Commission for the Regulation of Care if they care for children under sixteen years old in Scotland.

N. IRELAND: Day nurseries operating in N. IRELAND are required to register with Health and Social Services (HSS) trusts.

Requirements: Businesses/individuals advertising under the 'Nurseries – Children's Day Care' Classification requiring registration must be registered with Ofsted, CSIW, the Scottish Commission for the Regulation of Care or the appropriate HSS trust.

NURSING HOMES

Regulations: Under the Nursing Homes Act 1975, any establishment describing itself as a Nursing Home must be registered with the appropriate District Health Authority.

Requirements: A 'Residential Home' or 'Retirement Home' which is registered with the Social Services does not qualify as a Nursing Home. An establishment is not allowed to incorporate nursing qualifications or reference to medical care in its Advertisements unless it is registered as a Nursing Home..

OCCUPATIONAL HEALTH

Definition: An Occupational Therapist uses specific activities to limit the effects of disability and promote independence in all aspects of daily life. Regulations: Occupational Therapists must be registered with the Health Professions Council (HPC).

Requirements: Businesses/individuals advertising under the 'Occupational Health' Classification must have an HPC registration.

Advertisements must be in accordance with HPC advertising guidelines. Any advertising in relation to professional activities must be accurate. Any Advertisements must not be misleading, false, unfair or exaggerated. In particular, claims of personal skills, equipment or facilities being better than anyone else's should not be made unless proof that this is true is provided.

OFF LICENCES & WINE MERCHANTS

See section 5.1 of the General Advertising Policy and Guidelines.

OIL AND GAS FIELD SERVICES

See Gas Installers.

ONLINE GAMING

Requirements: This Classification is intended for Internet gaming, multiple player console games and other gaming-related activities. It is not intended for any kind of gambling advertising.

Businesses/individuals advertising under the 'Online Gaming' Classifications must not advertise any gambling products or services. Adverts for online computer games should ensure that they do not promote violence or anti-social behaviour by depicting weapons in a threatening context or in a manner that could be seen to be glamourising violence. Any



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advertising for online gaming should not contain excessive violent or sexual images.

OPTICIANS

See Opticians – Optometrists (Ophthalmic).

OPTICIANS – OPTOMETRISTS (OPHTHALMIC)

Regulations: The regulatory body for Opticians in the UK is the General Optical Council (GOC). The optical professions are regulated by the Opticians Act 1989 and by orders, rules, and regulations made under powers granted by the Act. It is an offence under the Opticians Act for non-registered people to describe themselves as Opticians.

Requirements: Businesses/individuals advertising under the 'Opticians – Optometrists (Ophthalmic)' Classification must be registered with the GOC.

ORGANIC FOOD SHOPS

Definition: The United Kingdom Register of Organic Food Standards (UKROFS) defines organic production systems as those "designed to produce optimum quantities of food of good nutritional quality by using management practises which aim to avoid the use of agro-chemical inputs and which minimise damage to the environment and wildlife".

Requirements: No claim may be made in Advertisements that suggests to the purchaser that Organic Farming: - EC Control System and the EC logo for organic farming constitutes a guarantee of superior taste, nutritional value or improved well-being.

Unqualified, absolute claims such as 'environmentally friendly' or 'sustainable' should not be used to describe organic food production as all managed food production systems cause some damage to the environment.

ORTHODONTISTS

Regulations: The General Dental Council (GDC) keeps up-to-date registers (The Dentists Register and The Rolls of Dental Auxiliaries) of Dentists, Dental Hygienists and Dental Therapists who are qualified to practise in the UK. Practising or advertising dentistry without registering is illegal.

The GDC has set up lists of registered Dentists who meet certain conditions and have been given the right by the GDC to use a specialist title. Two dental specialities -- Oral Surgery and Orthodontics -- are recognised under European law, but UK law allows the GDC to recognise any speciality where this would be justified in the interests of the public and the dental profession.

The lists indicate registered Dentists who are entitled to use a specialist title, but do not restrict the right of any registered Dentist to practise in any particular field of dentistry or the right of any specialist to practise in other fields of dentistry.

Requirements: Businesses/individuals advertising under the 'Orthodontists' Classification must be registered with the GDC.

OSTEOPATHS

Definition: Osteopathy is a therapy that detects and treats damaged parts of the body such as muscles, ligaments, nerves and joints. Regulations: Osteopaths must be registered with the General Osteopathic Council (GOsC). The Osteopaths Act gives businesses the right, once registered, to call themselves Osteopaths. It is illegal for You to use the term Osteopath directly or by implication (e.g. make reference to qualifications) unless they are registered with the GOsC.

Requirements: Businesses/individuals advertising under the 'Osteopaths' Classification must be registered with the GOsC.

PAWNBROKERS

Regulations: The Financial Conduct Authority (FCA) regulates Pawnbrokers.

Requirements: Businesses/individuals advertising under the 'Pawnbrokers' Classification must be approved by the FCA.

PET AND HOME SITTING

Regulations: There are no regulations covering pet and home sitting. The National Association of Registered Pet sitters (NARP) is the trade association which sets the standards within this sector of the pet care industry. It advises and consults with Local and National Government on related matters. Members are registered and insured, and required to abide by the Code of Practice and Terms and Conditions. However, membership is not compulsory.

PET SHOPS

Definition: Section 7(1) of The Pet Animals Act 1951 defines 'Pet Shop' to include: a) Any premises from where the business of selling animals as pets is undertaken b) Any premises where animals are kept with a view to being sold

This does not restrict the definition of 'Pet Shop' to establishments visited by potential consumers; it is broad enough to



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cover premises that merely hold animals that are in the pet supply chain. It applies to a wide range of animals, including all mammals, birds, fish, and reptiles.

Regulations: The Pet Animals Act 1951 establishes a regulatory regime for Pet Shops under which Local Councils (District and Borough Councils) are responsible for inspecting and licensing premises. The Local Council specifies conditions in the licences that it grants. Keeping a Pet Shop without a licence and failing to comply with a licence condition are criminal offences.

Requirements: Businesses/individuals advertising under the 'Pet Shop' Classification must be licensed by their Local Council.

PHARMACIES

Regulations: The National Health Service (NHS) Act 1977 and subsequent amendments regulate the provision of pharmaceutical services in the UK. All retail pharmacies must be registered with the Royal Pharmaceutical Society of Great Britain (RPSGB) or the Royal Pharmaceutical Society of Northern Ireland. The Societies can take action against Pharmacists and pharmacy owners if they do not meet professional standards.

Only registered Pharmaceutical Chemists may use the term 'Chemist,' 'Pharmacist' or 'Druggist.' Pharmaceutical Chemists are not allowed to advertise their dispensing services, but may advertise non-dispensing services (e.g., photographic services).

Requirements: Businesses advertising under the 'Pharmacies' Classification must be registered with the RPSGB/RSPNI. You must not advertise Your dispensing services.

PHYSIOTHERAPISTS

Definition: Physiotherapists provide therapy to aid the physical function and movement of the human body. They use physical approaches to promote maintain, and restore well-being.

Regulations: Physiotherapists must be registered with the Health Professions Council (HPC).

Requirements: Businesses/individuals advertising under the 'Physiotherapist' Classification must have an HPC registration. Advertisements must be in accordance with the HPC advertising guidelines. Any advertising in relation to professional activities must be accurate. Any Advertisements must not be misleading, false, unfair or exaggerated. In particular, claims of personal skills, equipment or facilities being better than anyone else's should not be made unless proof that this is true is provided.

PLAYGROUPS

Definition: ENGLAND: Playgroups (sessional care) are defined by the Office for Standards in Education (Ofsted) as: 'Facilities where children under eight attend day-care for no more than five sessions a week, each session being less than a continuous period of four hours in any day. Where two sessions are offered in any one day, there is a break between sessions with no children in the care of the provider.'

WALES: 'Looking after one or more children for reward for a period exceeding two hours in any day.'

SCOTLAND: The Regulation of Care (Scotland) Act 2001 defines playgroups as 'a service which consists of any form of care (whether or not provided to any extent in the form of an educational activity), on premises other than domestic premises, during the day (whether or not it is provided on a regular basis or commences or ends during the hours of daylight) for a period of over two hours in any day.'

N. IRELAND: Day care is defined as 'looking after one or more children under the age of twelve for reward, where the total period spent looking after children in any day exceeds two hours.'

Regulations: ENGLAND: Anyone advertising Playgroups for children under eight years old must be registered with Ofsted. Businesses/Individuals advertising under the 'Playgroups' Classification for children eight years and above do not need to be registered with Ofsted. Nor does anyone operating for fewer than two hours a day or fewer than six days a year.

WALES: The Welsh Assembly Government makes Regulations and National Minimum Standards for these services which are regulated on their behalf by the Care Standards Inspectorate Wales (CSIW).

SCOTLAND: All Playgroups as defined by the Care Commission must be registered with the Scottish Commission for the Regulation of Care if they care for children under sixteen years old in Scotland.

N. IRELAND: Day nurseries operating in N. Ireland are required to register with Health and Social Services (HSS) trusts.

Requirements: Businesses/Individuals advertising under the 'Playgroups' Classification, requiring registration, must be



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registered with Ofsted, CSIW, the Scottish Commission for the Regulation of Care or the appropriate HSS trust.

POLITICAL CONSULTANTS

See Political Advertisements (General Advertising Policy & Guidelines, 3.2.6).

POLITICAL ORGANISATIONS

See Political Advertisements (General Advertising Policy & Guidelines, 3.2.6).

PPI CLAIMS

Definition: Claims Management companies handle certain types of claims for compensation in relation to personal injury, financial products/services (such as mis-sold payment protection insurance "PPI claims"), employment matters, criminal injuries, industrial injuries disablement benefit and housing disrepair.

Regulation: Businesses or individuals performing claims management must be authorised in accordance by the Claims Management Regulator as required by the Compensation Act 2006 unless an exemption applies. Other regulation includes the Compensation (Claims Management Services) Regulations 2006, Compensation (Claims Management Services) (Amendment) Regulations 2008, Compensation (Regulated Claims Management Services) Order 2006, Compensation (Specification of Benefits) Order 2006 and the Compensation (Exemptions) Order 2007.

Requirements: Businesses/individuals advertising under the 'PPI Claims' Classification must be authorised by the Claims Management Regulator unless they are covered by an exemption. Advertisements must comply with the Claims Management Services Regulation Marketing and Advertising Claims Management Services.

We will not accept Advertisements that include the Ministry of Justice logo. We will not accept Advertisements that include the phrases "approved by the MoJ" or "authorised by the MoJ" or otherwise imply you are approved by, or connected to, a government agency or regulator. We will only accept the following phrase in Advertisements "Regulated by the Ministry of Justice in respect of regulated claims management activities".

We will not accept Advertisements that includes any offer of immediate cash payment or gift to a potential client as an inducement for making a claim. Advertisements that use the "No Win No Fee" will only be accepted by Us where the expression is used in accordance with the CAP Help Note on "No Win No Fee claims". We will not accept Advertisements that state the customer is a member of the Claims Management Council unless the Customer has provided evidence of such membership.

PREGNANCY TEST SERVICE

See Pro-Life and Pro-Choice Clinics (General Advertising Policy & Guidelines, 5.15).

PRIVATE INVESTIGATORS AND DETECTIVES

Regulations: The Private Security Industry Act 2001 created The Security Industry Authority (SIA), an independent body to regulate by licence the security industry in the UK. The Act makes it a criminal offence to provide a designated security service without a licence. This also applies to Investigators who employ (or sub-contract) people to carry out these activities on their behalf. **Requirements:** Businesses/individuals advertising under the 'Private Investigators and Detectives' Classification must, from the point that licensing becomes effective, have the appropriate licence.

PSYCHOTHERAPY, ANALYSIS AND PSYCHOLOGY

Regulations: The titles 'Psychotherapist' and 'Therapist' are unlicensed so anyone can use them without training. However, to use the terms 'Psychologist', 'Psychiatrist', and 'Certified Social Worker' training and qualifications are necessary. A practitioner cannot use these titles without meeting certain national requirements.

Requirements: Businesses/individuals advertising under the 'Psychotherapy, Analysis and Psychology' Classifications must have the appropriate qualifications and training.

PUBS - BT SPORT

Regulations: There are no regulations concerning BT Sport.

Requirements: Businesses/individuals advertising under the "Pubs - BT Sport" classification must comply with both the requirements of the "Pubs - Local" Classification and must have entered into a valid contract with BT plc for the public screening of BT Sport in pubs. The licence number and the BT plc contract number must feature on the Order for directory advertising form.



Advertising Policy

PUBS - LOCAL

Regulations: The Licensing Act 2003 applies in England and Wales and establishes a single integrated scheme for licensing premises which are used for the supply of alcohol, to provide regulated entertainment or to provide late night refreshment. The Licensing (Scotland) Act 2005 applies to premises in Scotland. A licence from the Magistrates Court in England and Wales and the

Licensing Board in Scotland is required to sell alcohol.

Requirement: Business/individuals advertising under the "Pubs - Local" Classification must hold a licence issued by the appropriate licensing authority.

REIKI PRACTITIONERS

Definition: Reiki is a healing approach that uses light touch from the practitioner to channel healing energy to the recipient. It is used to relieve physical and emotional pain and to promote spiritual clarity. Reiki also speeds the healing process and balances the body's energy. Some of the main Reiki associations in the UK are The Reiki Association and the UK Reiki Federation.

Regulations: National Occupational Standards for Reiki practitioners are available from the Reiki Council. .

RELATIONSHIP COUNSELLING

See Counselling and Advice.

RELIGIOUS ORGANISATIONS

See Religious Advertisements (General Advertising Policy & Guidelines, 3.2.8).

RESIDENTIAL AND RETIREMENT HOMES

Regulations: All Residential Homes (sometimes called Rest Homes or Retirement Homes) must be registered with the local Social Services department. This applies even if they are private or voluntary.

Residential Homes with four or more beds, and Nursing Homes, must be registered and inspected under the Registered Homes Act 1984. Residential Homes with fewer than four beds are registered under the Registered Homes Act (Amendment Act) 1991.

Requirements: Homes advertising under the 'Residential and Retirement Homes' Classification must be registered with Social Services.

RESTAURANTS – PUBLIC HOUSES

See Pubs (Pubs – Local and Pubs – BT Sport).

SECURITY SERVICES AND EQUIPMENT

Regulations: The Private Security Industry Act 2001 created The Security Industry Authority (SIA), an independent body to regulate by licence the security industry in the UK. The Act makes it a criminal offence to provide a designated security service, for example work as a door supervisor, without a licence.

The sale of security equipment is not covered by this Act.

Requirements: We do not accept Advertisements from anyone providing security services who is not licensed. However anyone selling equipment, for example burglar alarms, does not need to be licensed to place an Advertisement.

SEXUAL HEALTH

See Family Planning and Fertility Clinics.

SOLICITORS

The Solicitors Act 1974 states that a person cannot practice as a Solicitor unless they are registered with the Law Society and have the appropriate Practising Certificate. Accordingly, persons that do hold a current practising certificate and are registered with the Law Society are entitled to advertise under the "Solicitors" classification. Similarly, firms of Solicitors whose members are registered with the Law Society and hold an appropriate Practising Certificate may also advertise under the "Solicitors" classification.

Before accepting an Advertisement under the "Solicitors" classification, You must confirmed that You (or one of your members) is a registered Solicitor.



Advertising Policy

Referral Agents for Solicitors

In addition to the above, those customers that are acting as 'referral agents' for Solicitors may also advertise under the "Solicitors" classification only if they insert a statement in their Advertisement which clearly shows that:

- (a) they are not qualified solicitors;
- (b) are not entitled to undertake legal work; and

(c) will pass their initial enquiry and details onto a qualified solicitor. An example would be as follows:

"We are not Solicitors and do not undertake legal work. We will pass your enquiry and details onto a qualified Solicitor on our chosen panel."

Under the Financial Services and Markets Act 2000, firms of Solicitors that wish to engage in mainstream investment business activities (and wish to advertise this fact) need direct authorisation from the Financial Conduct Authority (FCA). The Law Society is a designated professional body under the 2000 Act. It enables firms of Solicitors (not authorised by the FCA) to offer a limited range of investment services to clients if the services are an incidental part of the professional services being offered to those clients.

SPEECH THERAPISTS (or LANGUAGE THERAPISTS)

Definition: A Speech and Language Therapist assesses, treats, and helps to prevent speech, language, and swallowing difficulties. Regulations: Speech and Language Therapists must be registered with the Health Professions Council (HPC) to practise.

Requirements: Businesses/individuals advertising under the 'Speech Therapists' Classification must have an HPC registration. Advertisements must be in accordance with the HPC advertising guidelines. Any advertising in relation to professional activities must be accurate. Any Advertisements must not be misleading, false, unfair or exaggerated. In particular, claims of personal skills, equipment or facilities being better than anyone else's should not be made unless proof that this is true is provided.

TATTOOISTS

Regulations: The Local Government (Miscellaneous Provisions) Act 1982 Part VIII requires that tattooists register with the Local Council to comply fully with the general duty of care required by the Health and Safety at Work etc. Act 1974. A person must be 18 years of age before he or she can have a tattoo.

Requirements: Businesses/individuals advertising under the 'Tattooists' Classification must be registered with their Local Council.

TAXIS AND PRIVATE HIRE VEHICLES

Regulations: The Local Government (Miscellaneous Provisions) Act 1976 Part II empowers Local Councils to license Private Hire operations, and also control the operation of licensed Hackney Carriages (Taxi Cabs).

Requirements: In areas where the Council has adopted the provision of the Act, it is the Advertiser's responsibility to correctly advertise the business operated.

In areas affected by County Council Acts restricting private hire and taxi operations, You using the word 'taxi' or 'cab' in their Advertisement must either:

- hold a Hackney Carriage Licence and sign any new or renewed order as 'Licensed' above the Customer signature or
- ensure the Advertisement contains the words 'not licensed hackney carriages' or 'not licensed cabs.'

Businesses/individuals advertising under the 'Taxis and Private Hire Vehicles' Classification must be licensed.

TELEGRAM AND GREETINGS SERVICES

Requirements: Advertisements must not be likely to cause offence or be considered in bad taste. Illustrations must not be suggestive or subject to misinterpretation.



Advertising Policy

TELEPHONE NUMBERS

See Telephone Number (General Advertising Policy & Guidelines, 2.3).

Premium Rate Numbers (General Advertising Policy & Guidelines, 2.5).

TOBACCO IMPORTERS AND MANUFACTURERS

See Tobacco (General Advertising Policy & Guidelines, 5.17).

TOBACCONISTS

See Tobacco (General Advertising Policy & Guidelines, 5.17).

TOBACCONISTS' WHOLESALERS

See Tobacco (General Advertising Policy & Guidelines, 5.17).

TRADE ASSOCIATIONS

See Professional and Trade Associations (General Advertising Policy & Guidelines, 4.2).

VACUUM CLEANER MANUFACTURERS AND SUPPLIERS

Regulations: The International Electrotechnical Commission (IEC) is the global organisation that prepares and publishes international standards for electrical, electronic, and related technologies.

Requirements:

- Strong performance claims, whether comparative or not, should be backed up by tests.
- If the marketed cleaner has both a brush and a hose element, check whether 'best suction/suction power' superiority claims are qualified to indicate whether tests were carried out at the hose or at the brush.
- Health benefit claims, for example, asthma and allergy claims, should be backed up by rigorous clinical trials on human subjects. Claims that relate only to the percentage of allergens that cleaners remove need not, although You should still be able to prove those claims.
- For product-specific market leadership claims, You should hold accurate, up-to-date comparative sales figures. For general market leadership claims, You should hold both turnover and market share data.

VEHICLE INDEX AND NUMBER PLATES

Requirements: All Advertisements for 'cherished numbers' (desirable combinations of numbers and letters on vehicle registrations) that are not addressed exclusively to the trade industry should quote prices that include both VAT, where relevant, and the Department of Environment assignment fee. Advertisements should also include a qualifying statement that "other further assignment costs might apply depending on the buyer's requirements" or similar.

VETS

Regulations: The Royal College of Veterinary Surgeons (RCVS) is the governing body of the veterinary profession. Its statutory duties are laid out in the Veterinary Surgeons Act 1966. The RCVS safeguards the interests of the public and animals by ensuring that only those registered with the RCVS can carry out acts of veterinary surgery. Additionally, they maintain a register of Veterinary Surgeons eligible to practise in the UK, and also regulate veterinary education and professional conduct. It is an offence for non-registered persons to describe themselves as Veterinary Surgeons.

Requirements: Businesses/individuals advertising under the 'Vets' Classification must be registered with the RCVS.

WELDERS – ARC AND GAS

See Gas Installers.

WELDING EQUIPMENT AND TOOLS

See Gas Installers.

WINE AND SPIRIT IMPORTERS

See Alcohol (General Advertising Policy & Guidelines, 5.1).

Classifications – Professional Bodies/Registration Boards

Any Advertiser wishing their business to appear in The Phone Book must ensure that they are registered with the appropriate organisation, have the relevant registration number and key contact (the name of the person the registration number is assigned to). These are to be written on the Order forms in the fields provided.

Classification:

Adoption and Fostering	Electricians – Domestic	Midwives
Air Guns & Air Rifles	Equestrian Centres	Mortgages
Animal By-Products	Equity Release Services	MOT Testing
Arc and Gas Welding	Farriers	Notaries
Equipment	Financial Services	Nurseries – Children's Day Care
Architects	Firework Display Services	Nursing Homes
Architectural Technologists	Firework Manufacturers	Occupational Health
(if required)	Firework Retailers	Oil and Gas Field Services
Asbestos Removal	Gas Appliances	Opticians
Asbestos Services	Gas Companies	Opticians – Optometrists
Baby Sitting and Child Minding	Gas Control Equipment	(Ophthalmic) Orthodontists
Betting Shops	Gas Heating Engineers	Osteopaths
Boarding	Gas Heating Equipment	Pawnbrokers
Kennels	Gas Installers	Pet Shops
Bookmakers	Gun Shops, Clubs and Gunsmiths	Pharmacies
Bottled Gas and Equipment	Hearing Aid Manufacturers and	Physiotherapists
Building Societies	Suppliers Immigration Advice and	Playgroups
Butchers	Services Insurance – Car and	Private Investigators and Detectives
Butchers' Supplies	Automotive Insurance – Commercial	Psychotherapy, Analysis
Butchers' Wholesalers	Insurance – Companies	and Psychology
Casinos	Insurance – Health	Public Houses
Catteries	Insurance – Household	Residential and Retirement Homes
Chemists – Wholesale	Insurance – Intermediaries	Restaurants – Public Houses
Cheque Encashment	Insurance – Other	Security Services
Childcare Services	Insurance – Pet	and Equipment (Services only)
Children's Homes	Insurance – Travel	Solicitors
Chiropodists	Laser Eye Surgery	Speech Therapists
Chiropractors	Life Assurance and Pension	Tattooists
Complementary Therapies (if	Consultants (if required)	Taxis and Private Hire Vehicles
required) Demolition	Life Assurance and Pensions	Vets
Dental Technicians	(if required)	Welders – Arc and Gas
Dentists		Welding Equipment and Tools
Dermatologists		
Disabled Access Taxis		
Doctors, GPs & Medical		
Practices		
Electricians – Commercial and		
Industrial		

If you are registered with more than one Professional Body / Registration Board the most relevant details for the Classification should be stated on the Order Form

