

Consultation on draft statutory guidance: digital imprints | Electoral Commission  
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statutory guidance on digital imprints On this page Summary How to respond How we  
developed the draft guidance Questionnaire Background First published: 31 October  
2022 Last updated: 31 October 2022 Summary Summary 'Imprints' are added to certain  
political or election-related material to show who is responsible for the material.

This helps to deliver transparency for voters about who is spending money to  
influence them. The Elections Act 2022 includes provisions requiring imprints on  
digital campaign material. The Act introduces a new duty on the Commission to prepare  
statutory guidance explaining the digital imprints regime and how the Commission and  
the police will exercise their enforcement functions under it. The guidance, once  
prepared, will be presented to the Secretary of State for Levelling Up, Housing and  
Communities. The Minister may then modify the guidance, before laying it for  
parliamentary approval. Parties and campaigners will need to understand and comply  
with the new digital imprint laws across the UK, regardless of their size or  
experience. Your views will help us make the guidance we present to the Secretary of  
State as clear and helpful as possible. Once the statutory guidance comes into force  
in November 2023, the Commission and the police must have regard to the guidance as  
they enforce the regime. For campaigners, showing that they have complied with the  
guidance will be a statutory defence to any offence under the new laws. How to  
respond The consultation is open from 31 October 2022 until 20 December 2022. You can  
respond by: filling in our online form emailing your views to  
imprintsconsultation@electoralcommission.org.uk or writing to us at: Regulatory  
Support Team The Electoral Commission 3 Bunhill Row London EC1Y 8YZ Throughout the  
consultation period, we will continue to engage with the electoral and campaigning  
community. We are happy to meet with any groups or interested individuals on request.  
If you have any questions, please do get in touch on 0207 271 0527. How we developed  
the draft guidance We talked to a range of political parties and non-party  
campaigners from across the UK to inform the draft guidance. We asked them about:  
their understanding of the provisions how they use digital material in their  
political campaigning what digital platforms they use to reach voters how they see  
digital campaigning evolving in the future Opens in new window View the draft  
guidance. Questionnaire Background Existing imprint legislation There are well-  
established laws requiring imprints on printed material relating to elections,  
referendums and recall petitions in the UK. In 2020 the Scottish government  
introduced imprint requirements on digital election material used at Scottish  
Parliamentary elections and council elections in Scotland. For more information on  
these laws, please see our existing guidance . Elections Act 2022 The UK Elections  
Act 2022 includes provisions to require imprints on some kinds of digital material.  
The new digital imprints laws will apply: across the UK to all reserved elections  
Section 54 of the Elections Act 2022 contains a specific duty on the Commission to  
produce statutory guidance on the new digital imprint regime that comes into force in  
November 2023. Statutory guidance, unlike most of the Commission's guidance, must be  
approved by the relevant Minister, and Parliament.