

Imprints on election campaign material | Electoral Commission    Search

Imprints on election campaign material    You are in the Voter section Home Voter

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Report a missing or incorrect digital imprint What an imprint is Some election campaign material must state who is promoting it and who they're promoting it for. This is called an 'imprint'. Imprints help you understand who is trying to influence you with campaign material. Where you should see an imprint All printed election campaign material needs an imprint, including newspaper and billboard advertising. In Scotland, 'paid for' and 'unpaid' digital election campaign material must also have an imprint. Where election campaign material is promoting a party or campaigner, we are responsible for enforcing the imprint rules. If it's promoting a candidate, the police are responsible. There is no law requiring digital election campaign material to have an imprint in the rest of the UK. The UK government ran a consultation about introducing this law. Following consideration of the responses, provisions were included in the Elections Act 2022 , which we expect to come into force this year.

What an imprint must include Throughout the UK, printed election campaign material must include the name and address of: the printer the promoter who it's being promoted for (for example, the candidate or party) In Scotland, digital election campaign material must include: the promoter who it's being promoted for (for example, the candidate or party) Report a missing or incorrect digital imprint If you've spotted digital election campaign material in Scotland without an imprint, or where the imprint doesn't look correct, report it to us . Your location: Change England Northern Ireland Scotland Wales Overseas We're showing you content for . Select 'change' to choose a different location.