

ASA Advertising Standards - Summary Compliance Guidelines

Section 1. Truthfulness and Clarity

- 1.1 Marketing communications must not materially mislead or be likely to do so.
- 1.2 Claims must be substantiated with evidence, especially for superlative statements (e.g., “best,” “fastest”).

Section 2. Promotions and Offers

- 2.1 All significant terms and conditions should be clearly stated.
- 2.2 “Free” must mean genuinely free – no hidden costs or obligations.

Section 3. Social Responsibility

- 3.1 Ads must not encourage gambling irresponsibly.
- 3.2 Must not portray gambling as a solution to financial problems.

Section 4. Children and Vulnerable Groups

- 4.1 Marketing must not target or appeal to under 18s.
- 4.2 Use of cartoon characters or youthful influencers is prohibited.

Section 5. Testimonials and Endorsements

- 5.1 Testimonials must be genuine and representative of typical experience.
- 5.2 Influencer content must clearly disclose paid promotion.

End of Policy Summary