

ABOUT

CM Performance  
Monitoring & Customer  
Voice

Legal Disclaimers

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To be used in presentations, reports and documents, internal or prepared by Agencies.

ASU30

ASU30 and ATUU30 are acronyms for Adult Smoker Under 30 and Adult Tobacco User Under 30. The term 'adult' is defined by local law, but shall in no circumstance refer to any person under the age of 18. Likewise, consistent with BAT's International Marketing Standards, terms such as 'consumer', 'target consumer', 'smoker', or 'target audience' refer only to smokers whom are adults.

LOCAL LEGISLATION / REGULATIONS

Short eg, for use on marketing / touchpoint strategies

You must ensure that prior to applying any activities or applications in your own market, you obtain specific local legal advice regarding the permissibility of that activity or application in your market.

Long eg, for use on end market case studies supporting best practices guidelines

The material contained in this document may present executions and themes that are not legally permissible or acceptable in some markets. Likewise, because tobacco regulation and the company's own views on socially responsible marketing change over time, previously approved activities may no longer be permissible. Therefore, you must obtain local legal and CORA approval before proceeding with any activity in your market.

Short e.g for Research Methodologies

You must ensure that prior to deploying, modifying, executing, validating and evaluating this research for your own market, you obtain specific local legal/CORA guidance and sign off in respect of the research, its content and its methodology.

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Please ask the agency to include the following wording on all documents which are still subject to BAT final approval:

'DRAFT – PREPARED AS WORK IN PROGRESS FOR DISCUSSION PURPOSES ONLY'

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'Prepared for consideration by the relevant British American Tobacco Group Companies only' or

'The contents of this document do not necessarily represent the views, policy practice or intent of British American Tobacco'

NB - Such wording to be removed from all final agreed versions of the document.

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OR

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USE OF OLD ADVERTISEMENTS

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Page owned by:  
**Daniel Siddle**, Global Business Analyst, United Kingdom  
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