



Advertising Policy

Introduction

The following guidelines have been established by us to govern various aspects of advertising on behalf of the BSA. The BSA have sole and absolute discretion with respect to interpretation and enforcement of this policy and all other issues associated with advertising.

The BSA seeks to maximise revenue from advertising, whilst ensuring that the process of accepting and displaying advertising does not conflict with any of the Society's core values and policies. Advertising options include the website, social media streams, bulk emails and printed adverts in Audacity which is published twice per year. Advertising on the website and bulk emails focus on non-commercial and commercial courses and job adverts, whereas the Audacity adverts steer more towards products.

Principles

- All advertising presented should fall within the rules and guidelines laid down by the Advertising Standards Authority and the British Codes of Advertising, Sales Promotion and Direct Marketing. The basic principles of the codes are that advertisements should be:
 - legal, decent, honest and truthful
 - prepared with a sense of responsibility to consumers and society
 - in line with generally accepted standards of fair competition in business and
 - reflect the spirit as well as the letter of the codes

General approach

- Acceptance of any advertisement does not imply endorsement of any particular products or offers, or that the BSA is responsible for their quality and reliability. The BSA accepts no liability for loss or damage arising out of or in connection to any advertisement
- The BSA may not accept any advertising that is contrary to the BSA's core objectives. Decisions on this will be at the BSA Council's sole discretion
- The Council reserves the right to remove advertising at short notice should the subject matter be likely to appear insensitive/cause offence, particularly but not exclusively in the light of local or national events
- We recognise and maintain a distinct separation between advertising and sponsored content and editorial and decision-making content. All Advertising, promotional, sponsored or marketing content with the BSA will be clearly and unambiguously identified. We will not allow any Advertising on the website that is not identified with the label of "Advert" or "Advertisement."



- Our editorial content is not influenced in any way by the advertising funding sources

Prohibited products, services and advertisers

In general, all advertising presented should be relevant to a health-related audience and no advertising will be allowed through the BSA that could injure our good name.

Advertisements from the following organisations or in respect of the following products and services etc. will not be accepted (organisations including but not limited to the following):

1. Illegal or 'objectionable' products (BSA reserves the right to determine what is 'objectionable')
2. Fraudulent, deceptive, illicit, misleading or offensive material
3. Material that misrepresents, ridicules, discriminates (real or implied) or attacks an individual or group on the basis of age, national origin, race, religion, gender, sexual orientation, marital status, disability or any other status deemed inappropriate
4. Unreasonable, unlikely or extraordinary product or service claims - including media or messages that contain unsubstantiated "miracle" weight loss or other miracle claims of cure
5. Legal or quasi legal organisations who limit the services they provide to a specific area of law (for example claims relating to personal injury)
6. Material covering the following: alcohol, tobacco, weapons, firearms, ammunition, gambling, pornography or related themes,
7. Advertising units that mimic computer functions or deceptively indicate a computer or other function that would be reasonable to the average user to assume as a reason to click the unit
8. Organisations that simply offer entry into a competition following completion of a form containing or requiring personal information, or similar

The decision of the BSA Council in relation to any exclusion is final.

Style and content of advertising

- The BSA has an open approach to styles of advertising
- We will not accept Advertising that, in our opinion, is not factually accurate and is in bad taste
- The BSA will approach apparent humour in submitted advertising with the utmost caution since humour can sometimes directly or indirectly be seen as mocking specific groups of



citizens or potentially poking fun at particular types of individuals or their behaviour or in relation to various situations.

- The BSA's logo shall not be incorporated into any advertisement, including on member's business pages without the prior written consent of the BSA
- It is the responsibility of the advertiser to check the correctness of their advertisement before it is uploaded on to the BSA's website or sent to print.
- The BSA will endeavour to meet the advertiser's requirement for preferred positioning but the BSA will make the final decision on such positioning
- The BSA reserves the right to edit advertorial material or adverts that it considers look like advertorial by including a border or an 'advertorial' header to ensure readers are aware that the text is not part of any BSA's editorial

Disclaimer

The BSA does not control third party sites, content or products and they may use technology to serve advertisements based on a user's geographical location, browsing history or other factors. Advertisers may have different use and privacy policies, for which we cannot accept responsibility.

All correspondence about advertising with the BSA, including approaches from potential advertisers, should be addressed to bsa@thebsa.org.uk

Review of Policy

In line with standard practice the BSA will review this policy on an ongoing basis at the time of the production of the Annual Trustees Report.