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INTRODUCTION AND
DATING SERVICES



Background

Advertisements are acceptable, subject to rule 10.1.5: [Prostitution and Sexual Massage](#) and rule 10.2: [Indirect Promotion](#). Broadcasters should take care to comply with Section 1: [Compliance](#) -in particular rule 1.2 on social responsibility and Section 4: [Harm and Offence](#). Services operating through premium-rate telephone and text services are subject to Section 22: [Premium-rate Telephone Services and the PhonepayPlus code](#).

For more information on the PhonepayPlus code go to: www.phonepayplus.org.uk. For information on the Data Protection Act 1998 go to: www.ico.gov.uk.

Rules

- 27.1 **Radio Central Copy Clearance** - Radio broadcasters must ensure advertisements for an introduction or dating agency are centrally cleared.
- 27.2 All claims relating to matching require substantiation.
- 27.3 Advertisements must not dwell excessively on loneliness or suggest that people without a partner are inadequate.
- 27.4 Broadcasters must satisfy themselves that advertisers give customers clear advice on precautions to take when meeting people through an advertisement for an introduction or dating agency.
- 27.5 Advertisements for an introduction or dating agency must not have particular appeal to people under 18. See Section 32: [Scheduling](#).