

Ensuring CAP follows the principles of good regulation

Who are CAP?

The Committees of Advertising Practice (CAP) are responsible for writing the rules that ads in all UK media must follow.

CAP is made up of **two committees**

The **Committee of Advertising Practice** writes the rules for all **non-broadcast media**, including social media and online.



The **Broadcast Committee of Advertising Practice** writes the advertising rules for all **broadcast media**.



Principles of good regulation

CAP is committed to upholding the principles of good regulation. As part of its governance, a series of checks and balances are built into its processes for reviewing and updating the advertising rules.



Checks and balances

These checks and balances consist of:

Consultations

We develop proposals for significant new rules and guidance by publicly consulting interested parties, including the public, consumer groups, third sector organisations, advertisers, agencies, media owners and professional associations.



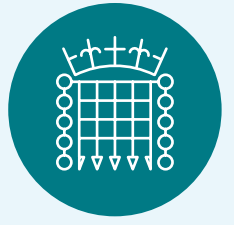
Research

Our research considers the impact of advertising on different audience groups, including children, sometimes focussing on particular advertising claims, presentation of important information, the promotion of products that raise public health concerns and more besides.



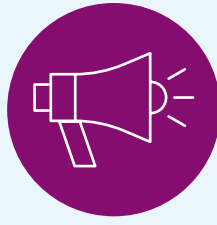
Dialogue with regulators and national governments

We are necessarily independent of UK and devolved Governments, but we engage extensively with them, Parliamentary Select Committees and other regulators to help deliver accountability and transparency in our work.



Calls for evidence

We regularly call for and review the latest evidence, taking a broad range of material into account to ensure that our rules and guidance continue to be fit-for-purpose.



Regulatory oversight

Ofcom contracts the day-to-day responsibility of broadcast advertising to our broadcast committee through co-regulatory arrangements. Ofcom must sign-off significant updates to the rules for broadcast ads.



Judicial Review

As bodies discharging public functions, the advertising rules and guidance are subject to judicial review, providing, exceptionally, ultimate accountability through the law courts.



A consumer voice

The Advertising Advisory Committee, an independent expert panel, provides a consumer perspective on policy proposals at each stage of their development, helping to shape our rules and guidance.



Ensuring the rules are fit for purpose

These rigorous measures help ensure the rules:

- ✓ Protect consumers from misleading, harmful, offensive or irresponsible ads
- ✓ Create a level playing field for advertisers
- ✓ Reflect and supplement the law, by filling gaps the law does not reach
- ✓ Help to provide a quicker, cheaper and easier way of resolving disputes than through law courts