26

SERVICES OFFERING INDIVIDUAL ADVICE ON CONSUMER OR PERSONAL PROBLEMS

Rules

26.1 **Radio Central Copy Clearance** – Radio broadcasters must ensure that advertisements for services offering individual advice on consumer or personal problems are centrally cleared.

26.2 Services offering individual advice on consumer or personal problems may be advertised only if those advertisers have given the broadcaster evidence of suitable and relevant credentials: for example, affiliation to a body that has systems for dealing with complaints and for taking disciplinary action; systems in place for regular review of members' skills and competencies; registration based on minimum standards for training and qualifications; and suitable professional indemnity insurance covering the services provided.