



Guidance Notice:

Recruitment advertising for Multi-Level Marketing companies

Who we are

The Advertising Standards Authority ([ASA](#)) is the UK's independent regulator for advertising. The ASA makes sure ads across UK media stick to the Advertising Codes, including the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (the [CAP Code](#)). The Committee of Advertising Practice (CAP), whose members represent advertisers, media owners and agencies, is responsible for writing the Advertising Codes.

Together, we work to make UK ads responsible by taking action against misleading, harmful or offensive advertising and providing advice and training to help businesses get their ads right. You can read more about the UK advertising regulatory system [here](#).

Why are we contacting you?

We have recently been monitoring recruitment ads for MLM companies on social media and noted a number of claims and practices which are likely to fall foul of our rules. In particular, we have found potentially misleading claims in relation to earnings/incentives and job descriptions.

Scope

This notice and guidance pack has been sent to a number of multi-level marketing (MLM) companies in the UK to provide guidance on the rules around recruitment ads, with a view to encouraging greater compliance in this area. This advice is intended to help marketers interpret rules in the CAP Code. It neither constitutes new rules nor binds the ASA Council in the event of a complaint about a marketing communication that follows it.

While it aims to provide advice on common issues raised in marketing such as yours, it does not cover all requirements and marketers are still urged to read and apply the CAP Code and other relevant guidance available on our website; www.asa.org.uk.

What next?

Please familiarise yourself with and share the attached guidance pack with your employees/representatives to help ensure that those working for or representing your company do not make misleading claims in their recruitment ads, or otherwise break the Advertising Codes.

Further Assistance

To help avoid ASA intervention in future, CAP offers a range of advice and guidance services including an online database of advice, with over 400 entries, available [here](#). For more details visit <https://www.asa.org.uk/advice-and-resources.html>.

Legal, decent, honest and truthful

