



## Intermediary and Platform Principles

### Participating companies must:

1. Bring to advertisers' attention\* in a reasonably prominent way, the requirement for advertisements aimed at a UK audience to comply with the CAP Code.

\*or, where they are acting for advertisers, agencies' attention.

2. Ensure their advertising policies and applicable contractual terms require advertisements aimed at a UK audience to comply with the CAP Code.

3. Assist the ASA in promoting the public's and advertisers' awareness of the ASA system.

4. In relation to the requirement for advertisers to minimise children's and young persons' exposure to ads attracting an age targeting restriction\* under the CAP Code (and where such ads are permitted by the participating company's own policies), take reasonable and appropriate measures to make advertisers\*\* aware of: the tools or controls that can be used on the service to support advertisers to comply with the requirement; who provides and/or selects the tools/controls; and, who is responsible for activating and controlling them.

\*Guidance to this Principle lists ads for products which must not be directed at children (under 16s) and/or young people (aged 16 or 17) through the selection of media or the context in which they appear.

\*\*or, where they are acting for advertisers, agencies

5. a) On receipt of a relevant notice from the CAP Compliance function, act swiftly to remove a non-compliant ad that is the subject of a specific breach of the CAP Code as determined by, or directly related to, a published ASA ruling, in instances where the advertiser fails to appropriately amend or withdraw its non-compliant ad.

5. b) On receipt of a relevant notice from the CAP Compliance function, act swiftly to remove a non-compliant ad that is indisputably a prima facie breach of the CAP Code, in instances where the advertiser fails to appropriately amend or withdraw its non-compliant ad.



**6.** Respond in a timely way to reasonable requests for information from the ASA in relation to advertisers' use of the company's services, to assist investigation of a suspected breach of the CAP Code, in instances where the information cannot be obtained from the advertiser\*.

\*or, where appropriate, their agency