

Regulatory statement: gambling advertising guidance

Responsibility and problem gambling

Annex B

– Mark-up of changes



New CAP Advertising Guidance text

Origin / mark-up

Gambling advertising: responsibility and problem gambling

<p>Foreword</p> <p>The Committee of Advertising Practice (CAP) offers guidance on the interpretation of the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (the CAP Code) in relation to non-broadcast marketing communications.</p> <p>The Broadcast Committee of Advertising Practice (BCAP) offers guidance on the interpretation of the UK Code of Broadcast Advertising (the BCAP Code) in relation to broadcast advertisements.</p> <p>Advertising Guidance is intended to guide advertisers, agencies and media owners on how to interpret the Codes but is not a substitute for those Codes. Advertising Guidance reflects CAP's and/or BCAP's intended effect of the Codes but neither constitutes new rules nor binds the ASA Councils in the event of a complaint about an advertisement that follows it.</p> <p>For pre-publication advice on specific non-broadcast advertisements, consult the CAP Copy Advice team by telephone on 020 7492 2100, by fax on 020 7404 3404 or you can log a written enquiry via our online request form.</p> <p>For advice on specific TV advertisements, please contact Clearcast.</p> <p>For clearance advice on specific radio advertisements, please contact Radiocentre. Please also note that BCAP Code rule 17.1 requires that radio broadcasters must ensure that advertisements for gambling are centrally cleared.</p> <p>For the full list of Advertising Guidance, please visit our website.</p>	N/A
<p>1. Introduction</p> <p>This guidance is intended to help marketers and agencies interpret CAP and BCAP's gambling rules as they relate to responsibility and problem gambling issues.</p> <p>Compulsive gamblers can experience considerable financial, social and emotional harm. Individuals who display some problem gambling behaviours are at risk of developing greater problems. Evidence suggests that gambling advertising has a relatively small role in problem gambling behaviour. Nevertheless, marketers must take all reasonable steps to prevent it posing a risk to vulnerable groups. They must also ensure that advertising meets general standards of responsibility to protect wider audiences of their marketing communications.</p> <p>The Codes are already designed to achieve this. They combine general provisions, such as that prohibiting marketing communications that portray, condone or encourage gambling behaviour that is socially irresponsible or could lead to financial, social or emotional harm, with specific rules targeting irresponsible appeals, such as playing on peoples' financial concerns, or specific risk factors in problem gambling, such as solitary play.</p> <p>This guidance has been produced to enhance those protections by providing greater detail on approaches that are likely to be unacceptable in individual marketing</p>	New section to explain the origin and purpose of the guidance.

<p>communications.</p>	
<p>2. Scope</p> <p>CAP and BCAP have developed this guidance based on ASA rulings and a review of the evidence around advertising's impact. It neither constitutes new rules nor binds the ASA Council when it considers complaints about a marketing communication. It is intended to bear out in greater detail the interpretation of the rules in section 16 of the CAP Code and section 17 of the BCAP Code, including examples of approaches that are likely to be problematic. Marketers should note the rules apply in spirit as well as in letter and whether or not a gambling product is shown or referred to (see CAP rule 16.2).</p> <p>Marketers should take particular care when preparing campaigns using social media; the rules and this guidance apply in full in such spaces. Gambling operators should also note it is their responsibility to ensure that affiliates or other third parties acting on their behalf to publish or otherwise disseminate marketing communications comply with the Codes.</p> <p>The rules and this guidance are not intended to restrict legitimate responsibility messaging and marketing campaigns.</p> <p>Lotteries are regulated under a different statutory framework to other gambling activities. As such, the UK Advertising Codes have separate sections for lotteries (CAP section 17 and BCAP section 18). Many of the rules in these sections are similar to those in the gambling sections. Although this guidance focuses on gambling advertising, the ASA may draw insights from it to inform its interpretation of those rules where appropriate.</p> <p>The Gambling sections of the CAP and BCAP Codes also ensure the protection of children and young people. The rules related to those groups are not directly within scope here. Dedicated guidance on their interpretation will be published later in 2018 to complement this document.</p>	<p>New section to explain the applicability of the guidance. Also adapted from the introductory sections of the existing guidance:</p> <p>Background</p> <p><i>These guidelines, drawn up by the CAP Executive, are intended to help marketers and agencies interpret the rules in the CAP Code. The Help Note is based on past ASA rulings. It neither constitutes new rules nor binds the ASA Council in the event of a complaint about a marketing communication that follows it.</i></p>
<p>3. Definitions</p> <p>Gambling in Great Britain is regulated under the Gambling Act 2005. Specialist legal advice should be sought when considering advertising any gambling product in Northern Ireland or the Channel Islands.</p> <p>For the purposes of the gambling sections of the UK Advertising Codes, the term "gambling" means gaming and betting, as defined in the Gambling Act 2005, and spread betting.</p> <p>Spread betting may be advertised as an investment under the Financial Services and Markets Act 2000, the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended) and other Financial Conduct Authority (FCA) rules and guidance (see Background, Section 14, Financial Products in the CAP and BCAP Code). A "spread bet" is a contract for difference that is a gaming contract, as defined in the glossary to the FCA Handbook.</p> <p>The gambling rules apply to marketing communications for "play for money" gambling products and marketing communications for "play for free" gambling products that offer the chance to win a prize or explicitly or implicitly direct the consumer to a "play for money" gambling product, whether on-shore or off-shore.</p>	<p>Adapted from the introductory sections of existing guidance:</p> <p>Background</p> <p>[...]</p> <p><i>The term "gambling" means gaming and betting, as defined in the Gambling Act 2005, and spread betting. The Gambling Act 2005 does not apply outside Great Britain. Specialist legal advice should be sought when considering advertising any gambling product in Northern Ireland or the Channel Islands.</i></p> <p><i>Spread betting may be advertised as an investment under the Financial Services and Markets Act 2000, the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended) and other FSA rules and guidance (see Background, Section 14, Financial Products in the CAP and BCAP Code). A "spread bet" is a contract for difference that is a gaming contract, as defined in the glossary to the FSA Handbook.</i></p> <p><i>The gambling rules apply to marketing communications for "play for money" gambling products and marketing communications for "play for free" gambling products that offer the chance to win a prize or explicitly or implicitly direct the consumer to a "play for money" gambling</i></p>

<p>For the purposes of the gambling rules, “children” are those aged 15 and under and “young persons” those aged 16 or 17.</p>	<p><i>product, whether on-shore or off-shore.</i></p> <p><i>For the purposes of the gambling rules, “children” are people of 15 and under and “young persons” are people of 16 or 17.</i></p>
<p>4. Social responsibility, harm and gambling behaviour</p> <p>The Codes require all gambling advertising to be socially responsible. Marketers should take all reasonable steps to protect children, young people and other vulnerable persons – principally, problem gamblers and those at risk from such behaviours – from being harmed or exploited by advertising that features or promotes gambling.</p> <p>CAP rules 16.1 and 16.3.1, and BCAP rule 17.3.1 are principle-based provisions that give the ASA broad scope to take action where marketing communications are likely to be considered irresponsible.</p> <p>The CAP Code states:</p> <p>16.1 Marketing communications for gambling must be socially responsible, with particular regard to the need to protect children, young persons and other vulnerable persons from being harmed or exploited.</p> <p>16.3.1 Marketing communications must not portray, condone or encourage gambling behaviour that is socially irresponsible or could lead to financial, social or emotional harm</p> <p>The BCAP Code states:</p> <p>17.3.1 Advertisements must not portray, condone or encourage gambling behaviour that is socially irresponsible or could lead to financial, social or emotional harm</p> <p>The following provisions in this part of guidance address different themes to help advertisers comply with these rules.</p>	<p>New explanatory text to introduce the guidance provisions under this section.</p> <p>It replaces the following in the existing guidance:</p> <p>Social responsibility and harm</p> <p><i>The Codes require all gambling advertising to be socially responsible and advertisers should ensure they respect the need to protect children, young persons and other vulnerable persons from being harmed or exploited by advertising that features or promotes gambling. Although ‘vulnerable’ person is not defined in the Gambling Act, the ASA will look at factors such as mental, social or emotional immaturity, impaired judgement, for example, because of alcohol or drug addiction, or those who are at risk of gambling more than they can afford to or want to. Nothing in ads should condone or encourage criminal or anti-social behaviour.</i></p> <p><i>A breach of the more specific rules of the Codes, set out below, will often involve a breach of the social responsibility rules. Ads that have been investigated under the social responsibility rules have included: portraying gambling as a possible solution to financial concerns and debt; linking gambling and alcohol consumption; and showing problem-gambling behaviours, such as solitary gambling or gambling taking priority in life.</i></p>
<p>4.1 Vulnerability</p> <p>In general, marketers should exercise caution when preparing campaigns. They should consider how they might affect vulnerable groups and ensure that marketing communications do not contain content likely to cause harm.</p> <p>Although the Gambling Act 2005 includes protection of children and “other vulnerable persons” among its licensing objectives, the latter term is not defined. The ASA therefore assesses marketing communications on a case-by-case basis to determine whether the vulnerabilities of groups within the audience are relevant to a decision over whether the communication has breached the Code.</p> <p>In line with the main focus of this guidance, evidence suggests that certain marketing approaches are likely to have a disproportionate impact on problem gamblers and those at risk of problem gambling. GambleAware defines problem gambling as:</p> <p>behaviour related to gambling which causes harm to the gambler and those around them. This may include family, friends and others who know them or care for them, such as those they work with.</p> <p>If someone is struggling to control their gambling behaviour it can cause stress, depression, anxiety, or they may fall behind at work and worry about money. If someone’s gambling is causing any of these effects, it is considered problem gambling.</p>	<p>See section 3.4 of the Regulatory Statement.</p> <p>This section expands significantly on references to vulnerability in the existing guidance:</p> <p>Social responsibility and harm</p> <p>[...]</p> <p><i>Although ‘vulnerable’ person is not defined in the Gambling Act, the ASA will look at factors such as mental, social or emotional immaturity, impaired judgement, for example, because of alcohol or drug addiction, or those who are at risk of gambling more than they can afford to or want to. Nothing in ads should condone or encourage criminal or anti-social behaviour.</i></p> <p>[...]</p>

<p>The ASA will have regard to the vulnerability of particular groups when considering complaints. For instance, the evidence strongly suggests that younger men (aged 18-34) are at heightened risk of irresponsible gambling behaviour. The ASA might consider that this factor is relevant when assessing complaints under rules such as 16.3.10 (gambling as a rite of passage) that are in large part focused on protecting younger people.</p> <p>At the same time, the ASA will have regard to vulnerabilities affecting individuals, groups of whom may be disproportionately represented in an audience. These include economic constraints, limitations on the capacity to understand information, mental health issues and engaging in riskier patterns of play (for example, loyalty card holders or people who participate late at night).</p>	
<p>4.2 Erroneous perceptions of risk and control</p> <p>Marketing communications should avoid approaches that give erroneous perceptions of the level of risk involved or the extent of a gambler's control over a bet or gambling in general.</p> <p>Implying that an activity is without risk, portrayals of risk that are unrepresentative or placing undue emphasis on the extent of control afforded by a facility like 'cash-out' are likely to encourage gambling behaviour that is socially irresponsible or could lead to financial, social or emotional harm. They would therefore breach these rules.</p>	<p>New provision; see section 3.4 of the Regulatory Statement for the rationale.</p>
<p>4.3 Impulsiveness and urgency</p> <p>In order not to encourage gambling behaviour that is irresponsible, marketing communications should not unduly pressure the audience to gamble, especially when gambling opportunities offered are subject to a significant time limitation.</p> <p>Offers such as live odds or in-play betting – where time limits exist naturally due to the nature of an event – should not be presented in such a way that creates an unjustifiable sense of urgency. The same applies to other very short-term promotions where time limits are set by marketers themselves. In such instances, urgent calls to action (for instance, "Bet now!") or creative approaches, such as those that place emphasis on time running out, are likely to be regarded by the ASA as a breach of these rules because they could pressure consumers into participating when they otherwise would not.</p> <p>Reminding consumers that other time-limited promotional offers are due to expire is likely to be acceptable.</p>	<p>New provision; see section 3.4 of the Regulatory Statement for the rationale.</p>
<p>4.4 Trivialization</p> <p>Marketers should take care to avoid approaches that trivialise gambling and avoid the impression that the decision to gamble should be taken lightly. For example, they should:</p> <ul style="list-style-type: none">• not encourage repetitive or frequent participation;• not encourage people to gamble more than they otherwise would;• exercise caution when encouraging people to take advantage of promotions or opening accounts; and• not encourage people to spend more than they can afford.	<p>New provision; see section 3.4 of the Regulatory Statement for the rationale.</p>

<p>It is likely to be acceptable for marketers to refer to or demonstrate the ease of use of a service or facility such as an app, but they should be careful not to do so in a way that might be problematic under the points above.</p>	
<p>4.5 Problem gambling behaviours and other indicators of problem gambling</p> <p>Marketing communications that portray or otherwise refer to individuals displaying problem gambling behaviours or other behavioural indicators linked to problem gambling are likely to be regarded by the ASA as a breach of these rules.</p> <p>Although it is unlikely that marketers would do this intentionally, they should take care to avoid an implication of such behaviours, for instance, outwardly light-hearted or humorous approaches that could be regarded as portrayals of the behaviours listed below.</p> <p>Direct problem gambling behaviours include chasing losses, losing track of time while gambling and protracted play. Other behaviours associated with people displaying or at risk from problem gambling include:</p> <ul style="list-style-type: none"> • mood swings (including, highs and lows, irritability and shortness of temper); • manipulative, dishonest, disruptive, secretive or evasive behaviour; • detachment from surroundings; • preoccupation with gambling; and • isolating oneself from others or avoiding other activities to spend more time gambling. 	<p>This section develops existing references to problem gambling behaviours. See section 3.4 of the Regulatory Statement for the rationale.</p>
<p>5. Rules on specific problem gambling behaviours</p> <p>The Code includes rules prohibiting portrayals of problem gambling behaviours that are of particular concern.</p>	<p>N/A</p>
<p>5.1 Taking priority</p> <p>The CAP Code states:</p> <p>16.3.5 Marketing communications must not portray gambling as indispensable or as taking priority in life; for example, over family, friends or professional or educational commitments</p> <p>The BCAP Code states:</p> <p>17.3.4 Advertisements must not portray gambling as indispensable or as taking priority in life; for example, over family, friends or professional or educational commitments</p> <hr/> <p>It is generally acceptable for marketing communications to show gambling as being interesting to characters portrayed or an entertaining leisure activity, as long as it is not to the exclusion of other activities or interactions with people.</p>	<p>This section replaces the following in the existing guidance:</p> <p><i>Problem gambling behaviour - Taking priority and solving problems</i></p> <p><i>It is generally acceptable to show gambling as being important and interesting to characters, as long as it is not to the exclusion of other activities or interactions with people.</i></p>
<p>5.2 Solitary gambling</p> <p>The CAP Code states:</p> <p>16.3.11 Marketing communications must not suggest that solitary gambling is preferable to social gambling</p> <p>The BCAP Code states:</p>	<p>This section replaces the following in the existing guidance:</p> <p><i>Solitary gambling</i></p> <p><i>These rules are not intended to prevent the depiction of solitary gambling online: they address concerns about</i></p>

<p>17.3.10 Advertisements must not suggest that solitary gambling is preferable to social gambling.</p> <hr/> <p>Approaches that contrast solitary gambling with social gambling favorably are likely to be regarded by the ASA as a breach of these rules.</p> <p>The rules are not intended to prevent the portrayal of individuals gambling alone. However, marketers should exercise caution, especially when promoting online or mobile activities – including those accessible through social media – that more easily facilitate solitary play. Portraying or encouraging people gambling alone at inappropriate times or in inappropriate environments, such as late at night, are likely to breach these rules.</p>	<p><i>people gambling alone. An advertisement that contrasts solitary gambling favourably with social gambling is likely to fall foul of this rule.</i></p> <p><i>A gambling advertisement that features an adult losing track of time, shunning the company of others, retreating into private fantasy or engaging in secretive gambling is likely to breach the general principle of the Codes that advertisements should not portray, condone or encourage gambling behaviour that is socially irresponsible or could lead to financial, social or emotional harm.</i></p>
<p>5.3 Gambling in the work place</p> <p>The CAP Code states:</p> <p>16.3.17 Marketing communications must not condone or feature gambling in a working environment. An exception exists for licensed gambling premises.</p> <p>The BCAP Code states:</p> <p>17.4.3 Advertisements must not condone or feature gambling in a working environment (an exception exists for licensed gambling premises).</p> <hr/> <p>Marketers are cautioned to avoid any portrayal of someone gambling in their working environment.</p> <p>The exception included in these rules does not extend to allowing the depiction of licensed premises staff gambling in their own working environment.</p>	<p>New section based on the CAP and BCAP's view of the ASA's likely approach to enforcing the rules and this ASA ruling.</p>
<p>6. Appeals associated with problem gambling</p> <p>Alongside behaviours associated with problem gambling, there are motivations to gamble that are associated with heightened risk.</p>	<p>N/A</p>
<p>6.1 Personal problems</p> <p>The CAP Code states:</p> <p>16.3.3 Marketing communications must not suggest that gambling can provide an escape from personal, professional or educational problems such as loneliness or depression</p> <p>The BCAP Code states:</p> <p>17.3.2 Advertisements must not suggest that gambling can provide an escape from personal, professional or educational problems such as loneliness or depression</p> <hr/> <p>Marketers should exercise strong caution when referring to characters' or others' personal problems. It is unlikely to be sufficient to rely on a depiction being seen as light-hearted or only implicitly signaling problem behaviours to avoid breaching the Code.</p> <p>Portrayals or references to emotional trauma or psychological distress – in particular, inter-personal problems affecting family or friendship groups – are likely to be regarded by the ASA as a breach of these rules.</p> <p>Marketers should not imply that gambling is a means of</p>	<p>New section based on the CAP and BCAP's view of the ASA's likely approach to enforcing the rules.</p>

<p>coping with personal, professional or educational problems.</p>	
<p>6.2 Financial concerns</p> <p>The CAP Code states:</p> <p>16.3.4 Marketing communications must not suggest that gambling can be a solution to financial concerns, an alternative to employment or a way to achieve financial security</p> <p>The BCAP Code states:</p> <p>17.3.3 Advertisements must not suggest that gambling can be a solution to financial concerns, an alternative to employment or a way to achieve financial security</p> <hr/> <p>Marketing communications that unduly play on people's fears of financial pressures are likely to breach these rules, even where risks have been set out.</p> <p>Marketing communications should not present gambling as a viable alternative to employment. References to salary or debts in gambling marketing communications are likely to be regarded by the ASA as a breach of these rules.</p> <p>Marketing communications that unduly emphasize financial motivations for gambling are likely to be regarded by the ASA as a breach of these rules. Portrayals of the rewards of gambling should be reasonable and indicative of the rewards that can be obtained through responsible play.</p> <p>Approaches that focus on gambling as a social activity or entertainment are less likely to breach the Code.</p>	<p>This section replaces the following in the existing guidance:</p> <p><i>Problem gambling behaviour - Taking priority and solving problems</i></p> <p><i>The ASA has received many complaints about ads suggesting that gambling is a solution to financial concerns; this has been viewed as socially irresponsible and a breach of the more specific rules. Even where risks have been set out, the ASA has upheld irresponsible claims that unduly played on consumers' fears of financial pressures. Similarly, ads which have presented gambling as a viable alternative to employment have been found to breach the rules. Any references to salary or debts in gambling ads are likely to fall foul of the rules.</i></p>
<p>7. Other irresponsible appeals</p> <p>In line with the over-arching responsibility principles underpinning the gambling sections, other types of appeal can be irresponsible.</p>	<p>N/A</p>
<p>7.1 Seduction, sexual success and enhanced attractiveness</p> <p>The CAP Code states:</p> <p>16.3.8 Marketing communications must not link gambling to seduction, sexual success or enhanced attractiveness</p> <p>The BCAP Code states:</p> <p>17.3.7 Advertisements must not link gambling to seduction, sexual success or enhanced attractiveness</p> <hr/> <p>Marketing communications may feature attractive people, as long as the communication as a whole does not link gambling with seduction, sexual success or enhanced attractiveness.</p> <p>The ASA is likely to consider that the following approaches breach these rules:</p> <ul style="list-style-type: none"> • portrayal of a character who is treated with admiration by others as a result of their gambling; or • portraying a character's transformation (e.g. an individual becoming glamorous and popular) owing to their participation in gambling. 	<p>This section replaces the following in the existing guidance:</p> <p><i>Seduction, sexual success and enhanced attractiveness</i></p> <p><i>The Codes prevent ads from making direct or implied links between gambling and seduction, sexual success or enhanced attractiveness.</i></p> <p><i>It is acceptable to feature attractive people in gambling advertising, as long as the ad as a whole does not link gambling with seduction, sexual success or enhanced attractiveness. Where characters in ads are treated with admiration by others as a result of their gambling, this can breach the Codes by linking gambling and enhanced attractiveness. References to fame, being special and VIP status are common themes in ads that the ASA has investigated under these rules.</i></p> <p><i>Ads linking transformations of characters' appearance after gambling can create an implication that gambling could result in enhanced attractiveness and an improvement in self-image, thereby breaching the rules.</i></p>
<p>7.2 Toughness, resilience and recklessness</p>	<p>This section replaces the following in the existing</p>

The CAP Code states:

16.3.9 Marketing communications must not portray gambling in a context of toughness or link it to resilience or recklessness

The BCAP Code states:

17.3.8 Advertisements must not portray gambling in a context of toughness or link it to resilience or recklessness

Marketing communications will be judged on whether, as a whole, they create a link between gambling and resilience or toughness, or portray gambling in a context of toughness.

Marketers should, for example, exercise caution when portraying character's physical or mental strength in a way that links to their gambling behaviour.

Marketing communications should avoid portrayals that could be interpreted as reckless gambling behaviour such as a character betting all their remaining chips. They should also avoid portrayals of other reckless behaviour that might imply a link to gambling.

[guidance](#):

Toughness, resilience and recklessness

The ASA has not adjudicated often under this rule but ads will be judged on whether their context as a whole creates a link between gambling and resilience or toughness, or portrays gambling in a context of toughness.

It also draws on insights from [this](#) recent ASA ruling.

7.3 Enhancing personal qualities

The CAP Code states:

16.3.6 Marketing communications must not suggest that gambling can enhance personal qualities, for example, that it can improve self-image or self-esteem, or is a way to gain control, superiority, recognition or admiration

The BCAP Code states:

17.3.6 Advertisements must not suggest that gambling can enhance personal qualities; for example, that it can improve self-image or self-esteem, or is a way to gain control, superiority, recognition or admiration

Marketing communications may feature attractive people, as long as the communication as a whole does not link gambling with these qualities.

Portrayal of a character that is treated with admiration by others as a result of their gambling is likely to link gambling with improved self-image or self-esteem and would breach these rules.

Marketing communications portraying a character's transformation following their participation in gambling can link gambling to with improved self-image or self-esteem and would breach these rules.

This section replaces the following in the [existing guidance](#):

Enhancing personal qualities

It is acceptable to feature attractive or admired people in gambling advertising, as long as the ad as a whole does not link gambling with these qualities. Where characters in ads are treated with admiration by others as a result of their gambling, this can breach the Codes by linking gambling and improved self-image or self-esteem. References to fame, being special and VIP status are common themes in ads that the ASA has investigated.

Ads linking transformations of characters' images or other qualities listed in the rules with gambling can create an implication that gambling could result in an improvement in self-image, thereby breaching the rules.

7.4 Cultural beliefs or traditions about gambling or luck

The CAP Code states:

16.3.15 Marketing communications must not exploit cultural beliefs or traditions about gambling or luck

The BCAP Code states

17.4.1 Advertisements for gambling must not exploit cultural beliefs or traditions about gambling or luck

Marketers should avoid the use of cultural symbols and systems such as horoscopes, if those symbols relate to an

This section replaces the following in the [existing guidance](#):

Cultural beliefs or traditions about gambling or luck

Advertisements should avoid the use of cultural symbols and systems such as horoscopes if those symbols relate to an existing, strongly and communally held belief.

These rules are not intended to prevent references to symbols or obsolete superstitions that are unlikely to be taken seriously, such as a clover leaf.

existing, strongly and communally held belief. These rules are not intended to prevent references to symbols or obsolete superstitions that are unlikely to be taken seriously, such as a clover leaf.

8. Other guidance

8.1 Crime and anti-social behaviour

The CAP Code states:

16.3.16 Marketing communications must not condone or encourage criminal or anti-social behaviour

The BCAP Code states:


17.4.2 Advertisements for gambling must not condone or encourage criminal or anti-social behaviour

The ASA is likely to consider an ad in breach of the Code if it portrays or otherwise refers to criminal or anti-social behaviour.

New section based on the CAP and BCAP's view of the ASA's likely approach to enforcing the rules.

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