

Who we are

The Advertising Standards Authority (ASA) works to ensure advertising in the UK is responsible and adheres to the Advertising Codes. All ads, wherever they appear, must not mislead, harm or offend and we take quick and effective action to ban ads that break the rules.

Protecting children

The protection of children sits at the heart of our work. We make sure that ads targeted at or likely to be seen by children don't contain anything that is inappropriate or harmful. We also ensure that young adults are protected.

The Advertising Codes class a child as someone under 16, but there are further rules in place, like timing restrictions, that are designed to protect younger children.

Key rules state that:

- Ads addressed to, targeted directly at or featuring children must contain nothing that is likely to result in their physical, mental or moral harm
- Ads featuring sexual imagery, particularly posters that children are more likely to see, must be carefully targeted and avoid causing harm or offence

- Ads must not portray or represent children in a sexual way
- Ads for age-restricted products like alcohol and gambling must not be targeted at or likely to appeal to under 18s
- Ads that are suitable for older children but could distress younger children must be sensitively scheduled
- Depictions of violence that may cause distress or encourage copycat behaviour should be shown only at appropriate times and in places where children are less likely to see them
- Trailers for films or video-games carrying an 18-certificate or 15-certificate may not be advertised around programmes made for, directed at, or likely to appeal to audiences below the age of 16
- Ads must not exploit children's credulity, loyalty, vulnerability or lack of experience
- Advertisers must not collect personal information from children under 12 for marketing purposes without the consent of the child's parent or guardian

The Advertising Codes also require all ads to be socially responsible.



How to get in touch

If you would like to find out more about the work of the ASA and the rules in place to protect children, our website contains lots of useful information and resources. In particular our parents' page contains all the latest information about the work we're doing. We'll also post details of any relevant events or activities with which you can get involved.

If you believe a particular ad is unsuitable for children to see or hear then please get in touch. You can do so by filling out our online complaints form at www.asa.org.uk/complaintform

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www.asa.org.uk

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