**Introduction to:**

* **The Broadcast Committee of Advertising Practice (BCAP)** authors the UK Code of Broadcast Advertising under contract with Ofcom. BCAP is composed of member bodies representing the UK broadcast advertising and media industries.
* **The Committee of Advertising Practice (CAP)** authors the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing. CAP is composed of member bodies representing the UK non-broadcast advertising and media industries.
* Together, the UK Advertising Codes and associated guidance set the standards for advertisements in the UK ensuring they do not mislead, harm or seriously offend their audience.
* **The Advertising Advisory Committee (AAC)** gives informed, independent advice to BCAP and CAP, from the perspective of citizens and consumers, on formulation of advertising regulatory policy. The AAC’s advice helps BCAP and CAP to shape rules for advertisements and associated guidance.
* **The Advertising Standards Authority** independently applies and enforces the UK Advertising Codes authored by BCAP and CAP.
* Together, all parties work to ensure ads remain legal, decent, honest and truthful for the benefit of people, the advertising industry and wider society.

**Functions and operation of the Advertising Advisory Committee**

The AAC is an advisory committee for BCAP and CAP. The AAC terms of reference are to provide independent, third-party advice to BCAP and CAP on advertising-related matters, especially those related to the UK Code of Broadcast Advertising and the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing. The Committee meets no more than six times a year.

BCAP, CAP and the AAC share an objective to address potential gaps or inadequacies in the UK Advertising Codes and associated guidance. These may arise as a result of a change in the law; new evidence about the impact of advertising; public policy concerns; issues arising from the Advertising Standards Authority’s investigation of complaints; and, more reasons besides. The AAC assess evidence of these gaps or inadequacies and, where appropriate, proposals from BCAP and CAP on how they should be addressed. In return, the AAC advises BCAP and CAP on their proposals from the perspective of citizens and consumers. The AAC is also able to raise proactively se with BCAP and CAP potential gaps or inadequacies in the UK Advertising Codes and associated guidance.

In performing its role, the AAC draws on its understanding of the prevailing context in which the UK Advertising Codes operate. Committee members are required to develop an understanding of the Codes, their application and the context in which they operate.

**Composition of the AAC**

The AAC comprises an independent Chair (presently Stephen Locke), the Chair of BCAP and CAP (presently James Best) and up to six independent members.