



## Copthorne Magazine Advertisements Policy

### **General:**

The Copthorne Magazine is published by the Church of St John the Evangelist – (Copthorne Parish Church) and distributed free by volunteers to some 2500 residences every other month. As well as including articles and pictures from and about the church, chapel, village clubs and societies and Worth Parish Council it provides advertising space to support local firms and organisations wishing to publicise their products and services to residents of Copthorne and the surrounding area.

All content must comply with the Copthorne Magazine Values, a copy of which can be obtained from the editor, and the values of the Church of St. John the Evangelist.

All advertisements must comply with all applicable laws, including laws covering what content is allowed in advertisements and how advertisements are targeted and they must comply with the Advertising Standards Authority Code of Practice to be: legal, decent, honest and truthful and reflect the spirit, not merely the letter, of the Code.

In applying this policy, the Trustees are committed to treating everyone equally regardless of age, disability, gender, marital status, race, racial group, colour, ethnic or national origin, nationality, religion, belief or sexual orientation, or any other characteristic protected by law.

Any data collected from people replying to adverts will be managed in line with the General Data Protection Regulations and the Data Protection Act 2018.

### **Prohibited Content:**

**Copyright Infringement.** Advertisements must not use copyrights belonging to third parties unless express permission has been granted by the copyright owner. Where such permission is required, you must provide a certified copy of the permission to the editor, without which the advertisement cannot be accepted.

**Discrimination.** Any advertisement which discriminates in any way in contravention of applicable discrimination legislation is prohibited. This also applies when the website(s) and / or social media page(s) of any company or organisation submitting advertising copy so discriminate even if that discrimination is not evident in the ad.

**Fraud and Deception.** Advertisements must not be fraudulent or deceptive. Your product or service must accurately match the content of your ad. Any claims in your advertisement must have factual support. Do not make deceptive or inaccurate claims about competitive products or services. Do not imply you or your product are affiliated with or endorsed by others without their permission. Do not advertise prices or offers that are inaccurate. Where any such fraudulent, deceptive or inaccurate material or statements appear on a website or social media page(s) of any company or organisation submitting advertising copy, the advertisement will not be accepted even if that material is not contained in the advertising copy submitted.

**Health Matters.** Advertisements promoting unrealistic or misleading claims about health improvements, including (but not limited to) those related to diet and weight loss, are prohibited. Advertisements

promoting unhealthy or unsafe behaviours, such as excessive consumption of an item, are also prohibited. The Trustees reserve the right to restrict advertising related to any health matter if targeted inappropriately.

**Illegal Products, Services and Activities.** Advertisements for illegal products, services and activities are prohibited.

**Medical Devices and Medical Treatments.** The Trustees reserve the right to limit ads for medical devices and medical treatments.

**Misleading.** Advertisements which contain wording or pictures which are contradictory, unlawful or inaccurate (for example, photo-shopping of items or persons which do not display the genuine likeness) and are therefore misleading, are prohibited. This also applies to advertisements submitted by any company or organisation which has a website or social media page(s) containing such material or statements which are, therefore, misleading.

**Misrepresentation.** Advertisements from companies or organisations whose websites and / or social media page(s) contain content which misrepresents the validity and / or legality of the goods and / or services which it promotes are prohibited.

**Occult Pursuits.** Advertisements for fortune-telling, dream interpretations and individual horoscopes are prohibited.

**Offensive to Good Taste.** Advertisements must not be offensive to good taste. This means advertisements must not be, for example, hateful, vulgar, sexually suggestive or violent. Advertisements from companies or organisations who promote such messages or activities are also prohibited.

**Political.** Political advertisements are prohibited, including advertisements advocating for or against a particular candidate, party, or ballot proposition or otherwise intended to influence an election outcome; advertisements fundraising for or by political candidates, parties, political action committees or similar organizations, or ballot propositions; and advertisements exploiting a sensitive political issue even if the advertiser has no explicit political agenda.

**Trademark Infringement.** Advertisements must not use trademarks belonging to third parties unless express permission has been granted by the trademark owner. You should not use trademarks, logos, service marks or company names in a way that would be confusing to the user, or imply an affiliation or endorsement when there is none.

#### **Restricted Content:**

**Soliciting Funds.** Advertisements for soliciting funds are restricted. The Trustees allow advertisements that solicit funds only if they are placed by charities for charitable purposes. Any company or organisation submitting advertising copy whose website(s) and / or social media page(s) solicits funds will be permitted only where the advertiser is a charity needing the funds for charitable purposes, even where the advertisement itself is not to solicit funds.