



| States of Guernsey

ADVERTISING AND MARKETING

Advertising by local businesses comes under the jurisdiction of the UK Advertising Standards Authority (ASA). The ASA is the self-regulator for the industry and considers complaints about advertising. They can require an advert to not be shown again if it breaches their Codes.

ASA's The CAP Code is the rule book for non-broadcast advertisements, sales promotions and digital marketing communications ([Non-broadcast Code - ASA | CAP](#)), while the BCAP Code applies to all advertising and program sponsorship credits on radio and tv services ([Broadcast Code - ASA | CAP](#)).

Advice from the CAP Executive specifically for travel marketing and promotions can be found [here](#).

Where advertising is intended to be seen by consumers in the UK, traders must also comply with the [Consumer Protection from Unfair Trading Regulations 2008](#). If the advertising is intended to be seen by consumers in the EU, they have equivalent legislation. There are criminal offences for failing to comply with this legislation.

UK Trading Standards provide an in-depth guide about accurate descriptions on [Accurate descriptions | Business Companion](#).

Guernsey Trading Standards is happy to provide advice to local traders on advertising and any other aspects of fair trading. We can be contacted at tradingstandards@gov.gg or on 220379.