

# MCLAREN

## RESOURCING

### Advertising policy



#### Document Record

Rev	Changes	Date
1	Original	1 September 2024

# Advertising policy



The objective of this policy is to produce guidance on the type of advertisements which appear in publications, on our web site, our intranet and other physical sites (including but not limited to billboards/hoardings/printed materials/vehicles etc.)

The policy is aimed at providing positive advice to Directors and Managers on what is and what is not acceptable forms of advertising without being too prescriptive or detailed.

It is not an exhaustive list and takes as its start point that all advertising falls within the rules and guidelines laid out by the **Advertising Standards Authority** (ASA) [www.asa.org.uk](http://www.asa.org.uk) and upholds the rules laid out in the **British Codes of Advertising and Sales Promotion** [www.asa.org.uk/asa/codes/cap\\_code](http://www.asa.org.uk/asa/codes/cap_code).

The basic principles of the codes are that advertisements should be:

- Legal, decent, honest and truthful
- Created with a sense of responsibility to customers and potential employees
- In line with the principles of fair competition generally accepted in business and that:
- The codes are applied in the spirit as well as the letter

This company **will not** accept advertising of a racial, religious or political nature, any advertising which may be construed as offering services of a sexual nature, gambling organisations, manufacturers of tobacco or alcohol products.

Neither will we permit advertising which we may consider reasonably objectionable. All advertisements will strictly adhere to the British Code of Advertising Standards Authority or any code of advertising practice that may supersede the same, and all advertising must work within existing contracts.

Website advertising - our advertising policy applies to website advertising.

You may not copy or duplicate content from the company's website except where copyright licence has been obtained. You may not use any Contractors trademarks without prior written consent. You should also ensure that you do not infringe any third party intellectual property rights.

Do not create a link to any of the company's website content in a way which would make it seem it is your own website.

You must not imply this company is endorsing your website, your products or services without express permission from the Director.

S. Smith.

Director

September 2024