

Website advertising policy

This policy is intended to provide guidelines as to the type of advertising that will be accepted on our site and the technical standards associated with the display of those advertisements.

All adverts must adhere to the codes of conduct laid down by the Advertising Standards Authority and must not conflict with the council's aims and priorities. All adverts must meet the national advertising standards code (CAP code) applied by the Advertising Standards Authority (ASA). The code covers taste and decency in the depiction of religion, race, gender, alcohol and products aimed at children.

Adverts must:

- be legal, decent, honest and truthful*
- not bring advertising into disrepute, in addition must not bring the council into disrepute*
- conform to the Code*
- respect the principles of fair competition.*

Advertising will also be subject to the Code of Practice on Local Government Publicity and the requirements of the Financial Services Authority.

Disserth and Trecoed Community Council does not support or endorse any company or organisation advertising on its website. The council is not responsible for the quality or reliability of the product or services offered within any advertisement.

The council would never knowingly run an advertisement that is misleading, offensive, untrue or fraudulent.

Vetos

Most products and services may be promoted on the council's website if their advertisements meet the criteria outlined above. However, the council has agreed some specific categories of products and services which to be h are prohibited as defined below: (to be agreed – discussed or amended)

- Political*
- Adult entertainment*
- Money lending*
- Unions*
- Gambling and betting*
- Charity appeals*
- Fast foods.*