**Alliance of Independent Agencies Diploma**

**KEEPING IT LEGAL- REFERENCE MATERIAL**

**CAP and the ASA**

The CAP Code and BCAP Code and related guidance notes: (<https://www.cap.org.uk/Advertising-Codes.aspx>)

CAP Advice and Training: (<https://www.asa.org.uk/advice-and-resources.html>)

CAP Issues and Topics: (<https://www.asa.org.uk/issues-and-topics.html>)

Cap Copy Advice: (<https://www.cap.org.uk/Advice-Training-on-the-rules/Bespoke-Copy-Advice.aspx>)

Searchable index of ASA Rulings (<http://www.asa.org.uk/Rulings.aspx>)

CMA/ASA Influencer Guide (detailed) (2020): [Influencer Guide](file:///C:\Users\dominicbray\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\MIL29YFR\Influencer%20Guide)

Influencer cheat sheet (<https://www.asa.org.uk/resource/infographic-influencers-cheat-sheet.html>)

**Other bodies**

Ofcom ([www.ofcom.org.uk](http://www.ofcom.org.uk))

Clearcast (Broadcast Advertising Clearance) ([www.clearcast.co.uk](http://www.clearcast.co.uk))

Radiocentre (previously the RACC – radio advertising clearance) (<https://www.radiocentre.org/>)

The Portman Group Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks): (<https://www.portmangroup.org.uk/codes-of-practice/>)

Gambling Commission Guidance on Prize Competitions and Free Draws: <https://www.gamblingcommission.gov.uk/for-the-public/Safer-gambling/Consumer-guides/Running-prize-competitions-and-free-draws.aspx>

**Intellectual Property**

UK Intellectual Property Office guidance on copyright, trade marks and designs rights ([www.ipo.gov.uk/types.htm](http://www.ipo.gov.uk/types.htm))

**Online trade mark databases (for searching for registered trade marks):**

UK IPO: <https://www.gov.uk/search-for-trademark>

EUTM : <https://euipo.europa.eu/ohimportal/en/search-availability>

**Data Protection**

ICO Guide to Data Protection: https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/

ICO Guidance on data protection and direct marketing <https://ico.org.uk/media/1555/direct-marketing-guidance.pdf>