**Alliance of Independent Agencies Diploma**

**"KEEPING IT LEGAL"**

**REFERENCE MATERIAL**

**Lee & Thompon's UK Advertising & Marketing Guidance and Trends**

Downloadable here: <https://www.leeandthompson.com/chambers-global-practice-guide-advertising-marketing-2024/>

**Lee & Thompon's Legal Advice Helpline for AIA Members**

<https://allindependentagencies.org/lee-thompson-legal-advice/>

**Lee & Thompon's Pitch Protection Service for AIA Members**

[**https://allindependentagencies.org/pitch-protection/#:~:text=The%20Alliance%20Pitch%20Protection%20is,thinking%20about%20stealing%20your%20ideas**](https://allindependentagencies.org/pitch-protection/#:~:text=The%20Alliance%20Pitch%20Protection%20is,thinking%20about%20stealing%20your%20ideas)**.**

**CAP/BCAP and the ASA**

The CAP Code and BCAP Code and related guidance notes: (<https://www.asa.org.uk/codes-and-rulings/advertising-codes.html>)

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.asa.org.uk/advice-and-resources/bespoke-copy-advice.html>)

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

ASA Guidance: Targeting Ads at Children (<https://www.asa.org.uk/news/new-guidance-on-targeting-age-restricted-ads-online.html>)

CMA Hidden ads Guide (2022) (<https://www.gov.uk/government/publications/social-media-endorsements-guide-for-influencers/social-media-endorsements-being-transparent-with-your-followers>)

CMA/ASA Influencer Guide (detailed) (2023) (<https://www.asa.org.uk/resource/influencers-guide.html>)

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

Green Claims Code (<https://www.gov.uk/government/publications/green-claims-code-making-environmental-claims/green-claims-and-your-business>)

Misleading environmental claims and social responsibility (detailed) (2023) (<https://www.asa.org.uk/resource/advertising-guidance-misleading-environmental-claims-and-social-responsibility.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/public-and-players/guide/page/free-draws-and-prize-competitions>)

**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>

NB: be very careful relying on this database without taking expert advice.

**Data Protection**

ICO Guide to Data Protection: <https://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/data-protection-principles/>

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

Any questions please contact Dominic Bray or Rebecca Bennis at Lee & Thompson:

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**23 JANUARY 2025**

**LEE & THOMPSON LLP**