

Consumer Codes Approval Board

Pre – code approval restrictions on publicity and marketing

The Trading Standards Institute (TSI) is committed to ensuring the Consumer Codes Approval Scheme (CCAS) is as open and transparent as possible, to ensure all existing and potential code sponsors are treated fairly and all stakeholders and consumers can have access to the processes and decisions made by the CCAS Board. This includes the open online application form and information relating to potential code sponsors being freely available on the TSI website.

However, this openness does not grant potential code sponsors, or their members, the right to promote their association with TSI, CCAS, the CCAS Board or approved codes. Any potential code sponsor who is at any of the stages of the application process below and is not yet a bona fide code sponsor of a Trading Standards Institute Approved Code shall comply (and ensure their members comply) with certain restrictions on their marketing and publicity relating to either CCAS, CCAS Board, TSI or any other association with approval of their code. This is to prevent consumer confusion between potential and actual approved codes and their sponsors and potential code sponsors gaining an unfair commercial advantage via any claims of association with CCAS.

Application stages restrictions apply to potential code sponsors who are:

Intending to submit, or have submitted an expression of interest

Intending to submit, have submitted an application, or have been approved at Stage 1

Intending to submit or have submitted an application at Stage 2

Promotion, PR and marketing

The following activities are permitted by a potential code sponsor at any stage of their CCAS application process:

1. Informing existing members of their intention to apply, or an update on progress with any application relating to CCAS approval via membership publications and communications.
2. Informing central government departments, or any other regulatory enforcement bodies of their intention to apply, or an update on progress with any application relating to CCAS approval, if relevant to the code sponsors business.
3. Responding to any direct feedback of views on their application, the terms of their code of practice or criticism of their intention to apply or application.

The following activities are not permitted by a potential code sponsor or their members at any stage of their CCAS application process:

1. Engaging in any marketing, promotional or PR activity aimed at consumers which refers to, or claims allegiance to, association with or endorsement from CCAS, CCAS Board, TSI, or approved codes.
2. Engaging in any marketing, promotional or PR activity aimed at businesses which refers to, or claims allegiance to, association with or endorsement from CCAS, CCAS Board, TSI, or approved codes.
3. Making any claims or 'passing off' statements, either verbally or in writing, that relates to CCAS, CCAS Board, TSI, or approved codes to potential code members.
4. Engaging in any other activities relating to CCAS, CCAS Board, TSI, or approved codes which in the CCAS Board's opinion, is trying to create an unfair commercial advantage.

Sanctions

The CCAS Board will consider any breaches of the above pre – code approval restrictions by potential code sponsors or their members. Any potential code sponsor not complying with the restrictions risks being rejected from the application process.

TSI will publish the outcomes of any CCAS Board decisions relating to potential code sponsor breaches and reserves the right to publically communicate any decision to reject a potential code sponsor's application or bar them from applying as appropriate.