

Play your eleme



Game guidelines

The following guidelines apply to all TV, radio and print advertising for the promotion of any product or service. These guidelines are intended to ensure that all advertising is fair, honest and does not mislead or deceive consumers.

1. All advertising must be clearly identifiable as such. It must not be presented in a way that suggests it is a news item or a factual statement.
2. All advertising must be truthful and not misleading. It must not contain any false or deceptive information.
3. All advertising must be fair and not unfair. It must not contain any information that is likely to cause a consumer to make a decision that is not in their best interests.
4. Television advertising must:
 - be clearly identifiable as such.
 - be fair and not unfair.
5. Sponsorship advertising must be clearly identifiable as such. It must not be presented in a way that suggests it is a news item or a factual statement.

D. The following guidelines apply to all advertising for the promotion of any product or service. These guidelines are intended to ensure that all advertising is fair, honest and does not mislead or deceive consumers.

E. The following guidelines apply to all advertising for the promotion of any product or service. These guidelines are intended to ensure that all advertising is fair, honest and does not mislead or deceive consumers.
