ADVERTISING

Advertising can include, but is not restricted to, adverts,

leaflets, brochures and websites.

The general principle is that the advertisement should be

legal, decent, honest and truthful a nd does not give a

misl eading impress ion. An advert can be deemed

misl eading either by a statement or the o mission of a

quantifying statement.

It is important to not e that where premise s were

members of an appr oval scheme but have decided to

withdraw from them, you must remov e all reference to

this previous approval from your premises, paperwork

and advertising material.

Please check your advertising material on a regular basis.

If so mething has cha nged which makes your

advertisement inaccu rate, then amend it a nd advise all

affected customers who have already booked. You

should be aware that if a customer has relied on

misleading information or a misrepresentation given in

the advertising material, then that custom er may be able

to claim damages against you and, or cancel the contract.

Guidance on Advertising