**Code of Advertising Practice for the Millennium Forum (May 2023)**

The Millennium Forum code of advertising is as follows for Advertisers on our programmes, website and digital screens.

The Millennium Forum will follow these basic principles –

* Advertising is legal, decent, honest and truthful
* Adverts are prepared with a due sense of social responsibility
* Adverts conform to the principles of fair competition
* Adverts don’t impair public confidence in advertising
* Adverts should not contain any statement or visual presentation which directly or by implication omission ambiguity or exaggerated claim is likely to mislead our consumers/patrons
* Adverts should not contain testimonials unless genuine
* Re decency, adverts should not contain statements or visual presentations which offend consumers/ patrons
* Re children’s ads they should not exploit the inexperience or credulity of children and young people, they should not mislead as to the true size, value, nature and performance of the advertised product or service

In the event an advert is thought to contravene any of the above, the client, time permitting will be given an opportunity for new copy to be provided to fit in with agreed print /display requirements and deadlines.