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Introduction

The most media owners, has a number of policies relating to the acceptability of any material. This document Orbit900.com overarching policy and is based on the British Code of Advertising, about Sales Promotion and Direct Marketing Practice (together the "CAP Code").

Our policy is derived from the following three principles:

LEGAL

Any information published on Orbit900.com should contain anything that is in breach of the law nor omit anything that the law requires.

DECENT

Any information should contain content that is: likely to cause grave or widespread offence or embarrassment; not suitable for publication or display.

HONEST & TRUTHFUL

Any information should, whether by inaccuracy, ambiguity, exaggeration, omission or neglect, mislead users about any matters likely to influence their attitude to the advertised product or service.

Rules

a. Legal

b. Professional Services

Any title protected by legislation imposes an obligation upon the individual using this title to ensure that they are appropriately qualified and authorized by the relevant regulatory body e.g. Solicitors are legally required to be registered with the Law Society to practice.

In the interests of our users we will only accept advertising in the professions listed below from advertisers holding the appropriate qualifications. Orbit900.com reserves the right to vary the list from time to time.

This supersedes the class relevancy rule 3.4. NB. Criminal and civil remedies can be brought by a regulatory body against any individual who does not comply with the above.

The following professions fall under this category:

- ACCOUNTANTS
- ARCHITECTS
- BARRISTERS
- CHIROPODISTS & PODIATRISTS
- CHIROPRACTORS
- DENTAL TECHNICIANS
- DENTISTS DOCTORS (MEDICAL PRACTITIONERS)
- INSOLVENCY PRACTITIONERS
- NOTARIES
- OCCUPATIONAL THERAPISTS
- OPTICIANS - DISPENSING
- OPTICIANS - OPHTHALMIC
- ORTHODONTISTS
- OSTEOPATHS
- PATENT ATTORNEYS
- PHARMACIES
- PHYSIOTHERAPISTS
- PSYCHOLOGISTS SOLICITORS
- MARK ATTORNEYS VETS

c. Tobacco Advertising

The advertising and/or promotion of tobacco products and nicotine-containing electronic cigarettes (which are not licensed as medicines), whether directly or indirectly, is strictly prohibited under the Tobacco Advertising and Promotions Act 2002 and the Tobacco and Related Products Regulations 2016 respectively.

It is an offence to publish any advertisement if the purpose or effect is to promote a tobacco product or nicotine-containing electronic cigarette.

To clarify, the following are not permitted in **ANY** advert under **ANY** classification:

- Tobacco products—these are any items which consist wholly or partly of tobacco and are intended to be smoked, sniffed, sucked or chewed. E.g. cigars / tobacco / snuff / cigarettes (i.e. what it is) Havanas / Benson & Hedges / Camel (i.e. brand names) NB— This is not an exhaustive list.
- Electronic cigarettes - these are products that can be used for the consumption of nicotine-containing vapor via a mouth piece, or any component of that product, including a cartridge, a tank and the device without cartridge or tank (regardless of whether the product is disposable or refillable by means of a refill container and a tank, or rechargeable with single use cartridges).

Therefore, advertisers are permitted to include **the following content only**:

- Company name
- Contact details e.g. address/telephone/website
- Description of the product or service
- Opening hours
- Non-tobacco products e.g. pipes, lighters, ashtrays etc.
- Non-nicotine liquids
- Non-nicotine disposable e-cigarettes (not able to be refilled)
- Non-disposable e-cigarettes designed to only take cartridges with non-nicotine containing fluid
- Medicinal products (subject to separate medicines advertising legislation)

d. Gambling Act 2005

The CAP Code states that marketing communications for gambling must be socially responsible, with particular regard to the need to protect children, young persons from being harmed or exploited. Advertising and Marketing communications **must not**:

- Portray, condone or encourage gambling behavior that is socially irresponsible or could lead to financial/ social/emotional harm.

- Encourage or condone criminal or anti-social behavior.
- Suggest that gambling can provide an escape from personal, professional or educational problems (e.g. loneliness or depression) or provide an alternative to employment /or a way to achieve financial security.
- Suggest that gambling can enhance self-image or self-esteem, be a way to gain superiority or admiration, or link it to seduction or sexual success.
- Neither suggest peer pressure to gamble nor disparage abstention.
- Portray gambling in a context of toughness or recklessness.
- Be likely to be of particular appeal to children or young persons and should avoid associating gambling with youth culture.
- Feature children or young people, nor portray anyone who is, or seems to be, under 25 years old as gambling or playing a significant role (some exceptions e.g. horse racecourses), nor depict anyone behaving in an adolescent, juvenile or loutish way.
- Exploit cultural beliefs or traditions about gambling or luck.

e. Decent

The contents should be acceptable to people within a wide range of sensibilities. Even though an advertisement may be legal, advertising copy can be offensive to a number of people.

Accordingly, to avoid causing widespread embarrassment or upset, we reserve the right not to permit advertising where we, in our discretion, feel it may cause offence. Specifically:

- No paid for advertising is permitted for Massage or Escort Agencies in any AiYellow.com product;
- No images of full frontal nudity shall be permitted;
- No advertisements that promote discrimination on the grounds of a person's religion, race, sex, disability, or sexual orientation or age.

f. Honest & Truthful

g. Fair Competition

The CAP Code states that comparative claims in advertising are permitted, provided they are not misleading in any way.

Comparisons can only be made between products or services of the same or similar type. Listed below are some examples of acceptable and unacceptable statements.

- We have the largest and best stock of carpets and flooring in the South East
- We are the cheapest wholesaler in United states!
- Very competitive prices! We will match the cost of branded products if you find the same model cheaper in another store
- We are one of the leading suppliers in the south east (if supported by independent statistics)

Comparative advertising should not directly or by implication question the quality, integrity or reputation of other businesses or their products.

- Don't trust the cowboys come to us instead!
- Why use the sharks when you can get a truly reliable service with us
- We look after our customers and offer outstanding after sales service. Advertising should not resemble any other so closely that it misleads or is likely to cause confusion.
- Never use well known slogans or copy used by other advertisers as they are likely to be trademarks or protected by copyright.
- Never copy the visual style of advertising used by others to avoid trade mark, copyright infringement or passing off.
- Use fresh material and ideas.

h. Health and Beauty

Advertisements for the provision of services or products in the areas of Health and Beauty are regulated. This is by way of professional or regulatory bodies for health, and the Advertising Standards Authority for beauty.

Advertisements offering advice or treatment for medical conditions are acceptable, provided they adhere to the Code of Advertising, Sales Promotion and Direct Marketing Practice.

Unacceptable medical terms and conditions and Acceptable alternatives (where applicable).

This is not an exhaustive list and may from time to time change based on advice from CAP or the ASA (Advertising Standards Authority).

UNACCEPTABLE TERMS	ACCEPTABLE ALTERNATIVES
Addictions	Habit, Cravings, fixation
Alcoholism (Dependence)	N/A
Age related Macular Degeneration – AMD	N/A
Anaemia	N/A
Angina	Circulatory Problems
Anorexia	Weight Management/Weight Related Issues
Arthritis	N/A
Asthma	N/A
Attention Deficit Hyperactivity Disorder – ADHD	N/A
Autism	N/A
Blood Pressure, High	Circulatory Problems
Bronchitis	N/A
UNACCEPTABLE TERMS	ACCEPTABLE ALTERNATIVES
Bulimia	Weight Management/Weight Related Issues
Cancer	N/A
Cataracts	Eye Problems
Circulation, Poor	N/A
Chronic Obstructive Airway Disease - COAD	N/A
Crohn's Disease	N/A
Compulsions	Urges, Phobia, fixation, habit, craving
Depression	N/A
Diabetes	N/A
Diverticulitis	N/A
Dizziness	N/A
Drowsiness	Lethargy, Lethargic, Tired, Sleepy
Drug Addiction (Substance Abuse)	N/A
Ear Disorders, Serious	N/A
Eating Disorders	Weight Management/Weight Related Issues
Emphysema	N/A
Epilepsy	N/A
Erection Problems or Erectile Dysfunction	N/A
Eye Disorders, Serious	N/A
Fibroids	N/A
Fits	N/A
Frigidity	Relationship Problems, Sexual Counselling, Tension
Gall Bladder Disorder	N/A
Gall Stones	N/A
Genito-Urinary Disorders	N/A
Glaucoma	N/A
Gout	N/A
Hiatus Hernia	N/A
Heart Disease	N/A

Herpes Zoster (Shingles)	N/A
Human Immunodeficiency Virus – HIV	N/A
Hypertension	N/A
Impotence	N/A
Infectious Diseases	N/A
Infertility	N/A
Insomnia, Chronic	Trouble getting to sleep, Insomnia
Jaw Joint Dysfunction	N/A
Kidney Disorders	N/A
Learning Difficulties	Concentration
Kidney Disorders	N/A
Malignant Diseases	N/A
Mania	N/A
Multiple Sclerosis – MS	N/A
Malaria	N/A
UNACCEPTABLE TERMS	ACCEPTABLE ALTERNATIVES
Memory Problems or Memory Lapses	N/A
Menopausal Symptoms	N/A
Menstruation, Regulation of	N/A
Metabolic Diseases	N/A
Migraine	Migraine Headaches
Muscular Dystrophy	N/A
Myopathy	N/A
Obesity	Weight Management/Weight Related Issues
Obsessions	Phobia, fixation, habit, craving
Obsessive Compulsive Disorder – OCD	Phobia, fixation, habit, craving
Osteoporosis	N/A
Overdose	N/A
Pancreatitis	N/A
Paralysis	N/A
Parkinson’s Disease	N/A
Prostate Problems	N/A
Psoriasis	N/A
Psychosis	N/A
Polycystic Ovary Syndrome	N/A
Respiratory Diseases	N/A
Schizophrenia	N/A
Senility	N/A
Sexually Transmitted Diseases – STDs	N/A
Skin Disorders, Serious	N/A
Spinal Injuries	N/A
Stroke	N/A
Suicidal Thoughts	N/A

Thrush/Oral	N/A
Tonsillitis	N/A
Tuberculosis	N/A
Ulcer, Gastric	N/A
Under-eating	Weight Management/Weight Related Issues
Whiplash	N/A

j. Name

ORBIT900.COM information must only contain the usual business trading name of the Advertiser, which must be the normal trading name of the business, i.e. the name registered, used on official company literature or on a company website.

A business trading name cannot include the following unless it is the usual business trading name:

- An e-mail address or full URL address for a website.

k. Address

The standard address i.e. number/house name/business unit, street name, town and postcode is that provided as a Free Listing.

This can be changed to include a valid address where the business is located.

l. Telephone numbers

Telephone numbers in advertisements are not mandatory. However, where telephone numbers are included they should be legible and comply with guidelines where appropriate.

Corporate Advertising Scheme advertisements must feature a telephone number unless agreed otherwise by the individual association.

m. Foreign Language

Advertisements Foreign language advertisements are acceptable provided they are supplied with a covering note detailing the corresponding language translation.