



**Copy Advice™ Rules of the
Union of Associations Advertising
Council**

1. The Copy Advice™ service is a confidential assessment of whether a specific advertising message is compliant with the provisions of the Code of Ethics in Advertising or with generally accepted principles of ethics and good market practice. Copy Advice™ can be granted at any stage of the production of an advertising message.
2. Copy Advice™ assessment may only be given for advertising messages that meet the definition of an advertisement, i.e. messages that specifically contain information or a statement, especially for a fee or other form of compensation, accompanying the activity of any entity, with the purpose of increasing sales of products or services, another form of use, or achieving another result that is desired by the advertiser. Advertisements also include sales promotion, targeted offers through direct marketing, or sponsorship. A broader definition of an advertisement is laid down in Article 3 of the Code of Ethics in Advertising (available at <https://radareklamy.pl/en/code-of-ethics-in-advertising/>).
3. Assessments of advertising messages can be developed for an advertiser, medium, advertising agency, marketing agency or any other entity that places an order using the online form available at <https://radareklamy.pl/copy-advice/>. Placing an order imposes an obligation to pay for the assessment preparation service.
4. The drafting of Copy Advice™ is charged at the rates indicated in the price list (available at <https://radareklamy.pl/copy-advice/>). Members of the Union of Associations Advertising Council can obtain five Copy Advice™ assessments per year free of charge.
5. The Copy Advice® process is handled by the Office of the Advertising Council, which accepts applications and sends the final assessments back to the applicant. The work of the Team is coordinated by the General Director of the Council, who appoints from among the members of the Copy Advice™ Advertising Council Committee the members of the Committee who issue their opinions on a given advertising message.
6. Copy Advice™ is developed by experts who are members of the Copy Advice Committee of the Union of Associations Advertising Council. The Copy Advice™ team includes a minimum of two independent marketing communications experts who are not active arbiters of the Advertising Ethics Committee.
7. All communication related to the issuance of Copy Advice™, including the placement of the order, submitting the necessary resources and drafting the assessment, is done



electronically. We recommend that orders be placed via the Copy Advice™ order form (available at <https://radareklamy.pl/copy-advice/>).

8. By placing an order for the Copy Advice™ service, the ordering party accepts the Copy Advice™ Rules and agrees to pay the fee at the rates indicated in the price list referred to in Section 4 above. The invoice, on the basis of which payment is to be made, is submitted to the ordering party along with the Copy Advice™ assessment.
9. Copy Advice™ is issued within the time limit no longer than five business days from confirmation of acceptance of the Copy Advice™ application. Confirmation of acceptance of the application is sent by the Office of the Advertising Council in writing to the e-mail address specified by the ordering party.
10. Any resources submitted to the Office of the Advertising Council for the purposes of Copy Advice™ are treated as confidential. These resources will not be returned and will be kept in the archive of the Advertising Council dedicated to the Copy Advice™ until the end of the statute of limitations for potential claims arising from the issuance of the opinion (as a rule, three years).
11. The Union of Associations Advertising Council does not publish detailed information on the provided Copy Advice™. Only general statistical data on the drafted assessments are provided, but without indicating the sources of inquiries.
12. Copy Advice™ is not a binding opinion; it is a set of merit-based recommendations and may contain recommendations that must be fulfilled for the advertisement to achieve compliance with the Code of Ethics in Advertising. A positive opinion by the Copy Advice™ team does not guarantee that no complaint will be lodged against the advertisement.
13. In the event of lodging a complaint against the advertisement that received a positive opinion from the Copy Advice™ team, the Advertising Ethics Committee, when assessing the advertising message, is not obliged to take into account the Copy Advice™ provided on the advertising message in question. However, the information about the issued Copy Advice™ is submitted to the Adjudication Panel.