**OPINION OF THE COPY ADVICE ADVERTISING COUNCIL**™ **COMMITTEE**

|  |  |
| --- | --- |
| **Place, date** |  |
| **Reference** |  |
| **Ordering party** |  |
| **Subject of the order** |  |
| **Composition of the Committee** |  |

**OPINION OF THE COMMITTEE**

**JUSTIFICATION**

Signatures of Committee members

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**OBJECTIONS AGAINST THE COPY ADVICE ADVERTISING COUNCIL**™

* The Copy Advice Advertising Council® is a confidential, non-binding opinion on 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
* The Copy Advice Advertising Council® is not a binding opinion; it is only a set of opinions and recommendations that must be fulfilled for the advertisement to achieve compliance with the Code of Ethics in Advertising.
* The Copy Advice Advertising Council® Committee issues its opinions based on the Copy Advice™ Rules of the Union of Associations Advertising Council. The full text of the Rules is available at <https://radareklamy.pl/copy-advice/>.
* The decisions issued by the Copy Advice Advertising Council® Committee relate solely to the compliance of an advertisement with the Code of Ethics in Advertising.
* The Advertising Council and the Copy Advice Advertising Council® Committee are not liable for the compliance of an advertisement with other industry laws and regulations.
* A positive opinion of the Copy Advice Advertising Council® Committee does not guarantee that no complaint will be lodged against an advertisement by a consumer.
* In the event where a complaint is lodged against the aforementioned advertisement, the Advertising Ethics Committee is not obliged to take into account the Copy Advice Advertising Council® when assessing the advertising message; however, the information about the issued Copy Advice Advertising Council® will be submitted to the Adjudication Panel.