

## Advertising and sponsorship policy

This document provides guidance on any form of advertising or sponsorship channelled through Devon County Council publications, promotional materials, events, council property or the website.

All advertisers must comply with the spirit of the *Consumer Protection from Unfair Trading Regulations 2008*, which seek to protect consumers from unfair, misleading or aggressive marketing practices, and with the rules and guidelines laid out by the Advertising Standards Authority and uphold the rules laid out in the British Codes of Advertising, Sales Promotion and Direct Marketing.

- Advertising Standards Authority [www.asa.org.uk](http://www.asa.org.uk)
- Committee of Advertising Practice [www.cap.org.uk](http://www.cap.org.uk)

### General approach

Devon County Council would like to attract revenue from advertising and sponsorship, wherever possible, subject to the terms defined in this document.

We will work on the basic assumption that advertising is permitted unless it falls into one of our prohibited categories.

This document refers to advertising on Devon County Council's 'properties' which includes publications, promotional materials, events, council property or the website.

We reserve the right to refuse or withdraw advertising or sponsorship if it conflicts with current County Council policy, priorities, brand values or key messages.

### Prohibited products, services and advertisers

Our basic approach is to maximise the number of advertisements and advertisers which are permitted and encouraged to advertise on Devon County Councils properties, and minimise the number that are prevented from doing so by any policy controls or restrictions.

Most products and services may be promoted, although there are some specific categories of products and services which may not be promoted on our properties, these include:

- political organisations

- gambling organisations, although advertising from organisations which could be considered as local tourism attractions may be permitted. The only current exception would be the race courses at Exeter and Newton Abbot
- organisations offering entry into a competition if the user completes a form containing any personal information
- advertisements for services which do not benefit UK citizens
- advertising which could be considered socially or politically contentious. Decisions about this will be at the County Council's discretion.
- there may also be some specific controls and policies associated with individual placements.

Private sector companies who provide services which compete with services provided by Devon County Council or other public sector organisations may advertise. However, this policy toward competitor advertising will be reviewed on a quarterly basis or as required

The specific categories of organisations, products or services which may not sponsor or advertise with the Devon County Council are:

- **types of organisations:**
  - political parties
  - political organisations
  - organisations which promote racism or discrimination
  - any organisation associated with 'adult industries' or pornography
- **types or products and services:**
  - tobacco
  - alcohol
  - gambling
  - weaponry
  - unhealthy foods such as sweets or junk food
  - pornography
  - adult content - any content or advertising which has an overtly sexual 'tone' will be excluded

We will not accept advertising or sponsorship from any organisation that is in financial or legal dispute with the council, and we will show caution when accepting advertising or sponsorship where:

- an organisation is in the process of a planning application
- an organisation is in the process of a tender application
- an organisation is in conflict with local residents over a planned development in the county
- association with an organisation may conflict with the work of the council and our partners.

## Style and content of advertising

In designing and placing the advertising the advertisers must ensure that their brands do not compete with, or detract from, the effectiveness and integrity of the County Council's brand.

Advertisers must recognise that public sector organisations cannot permit advertising which is sexual in nature, which features partial or complete nudity or which appears to promote or give undue publicity to illegal or inappropriate behaviour or lifestyles.

Humour in advertising should not mock specific groups of citizens or poke fun at particular types of behaviour or situations.

## Behavioural targeting, cookies and privacy in internet advertising

Devon County Council does not use cookies or any other devices which collect, store and analyse web behaviour to tailor commercial advertising on the Devon website.

We use cookies to gather data on a totally anonymous basis to monitor web site traffic (as with Google Analytics and other, cookie-based traffic monitoring tools) and to build an understanding of the possible interests of site visitors. On occasions, this information may be used to provide site visitors with information about relevant services.

For more information, or for any queries or conflicts about adverts, contact the **Marketing Manager** on **01392 382954** or email [sam.hill@devon.gov.uk](mailto:sam.hill@devon.gov.uk)