



## **Advertising and sell of products Guidelines**

### Statutory Guidelines:

*The advertising industry operates under a heavily legislated and regulated landscape with strict industry codes. The Advertising Standards Authority (ASA) is the UK's independent regulator of advertising across online and offline media. The regulations cover a wide range of guidance including: misleading advertising; political advertisements; alcohol; tobacco; and electronic cigarettes. The codes also include specific rules where children are concerned and on food or soft drink products that are assessed as high in fat, salt or sugar in accordance with the Department of Health nutrient profiling model. ASA monitors government consultations closely and will amend their codes as required to reflect the any amendments to legislation.*

### Online Advertising:

United Methodist Church UK Mission Area Communications Team advertising must conform to the Social Principles of The United Methodist Church and is subject to editorial approval.

United Methodist UK Mission Area Communications' advertising policy prohibits advertising programs or resources that are in direct competition with official United Methodist UK Mission Area programs or resources.

All advertisements must comply with all applicable state and local laws and regulations, as well as have no political agenda and be in line with our Book of Discipline. Therefore, United Methodist UK Mission Area Communications reserves the right to refuse advertisements that do not comply with these policies, as well as other inappropriate or unacceptable advertising.

Contracts to advertise on United Methodist Church UK Mission Area social media sites or during United Methodist UK Mission Area events are subject to approval from the Executive Board and signed off by the Board of Trustees before any work has commenced. United Methodist UK Mission Area is not liable for any costs relative to an advertisement that is rejected. Changes and cancellations are not accepted after the contracts have been signed. Cancellations must be made in writing.

### Selling of food products:

Any contracts to sell products during United Methodist UK Mission Area events is subject to approval from the Executive Board and signed off by the Board of Trustees before any events. United Methodist UK Mission Area is not liable for any costs, damages or loses relative to any products on sell. For any sell of food

products a certificate of Food Hygiene will be requested as per statutory Health and Safety Law. Failure to provide a Food Hygiene certificate might result in refusal for permission to sell food products within the United Methodist UK Mission Area premises at the time of the stated events.

#### Sell of Alcohol ,products that might contain alcohol and cigarettes :

As guided by our United Methodist Church Book of Discipline, United Methodist Church UK Mission Area affirm to our long-standing support of abstinence from alcohol as a faithful witness to God's liberating and redeeming love for persons. We support abstinence from the use of any illegal drugs. Since the use of illegal drugs, as well as illegal and problematic use of alcohol, is a major factor in crime, disease, death, and family dysfunction, we support educational programs as well as other prevention strategies encouraging abstinence from illegal drug use and, with regard to those who choose to consume alcoholic beverages, judicious use with deliberate and intentional restraint, with Scripture as a guide.

We do not permit or support any sell or advertisement of products that contain or might contain alcohol or illegal substances. All products sold or advertised during United Methodist Mission Area events must be free of alcohol or illegal substances. Signed confirmation to this regard is required before any agreement to sell or to advertise is granted.

#### Sell of products that might contain Allergens:

United Methodist Church UK Mission Area adheres to the current FSA interpretation for prepacked for direct sale (PPDS) is that it applies to foods that have been packed on the same premises from which they are being sold. Food that can fall into this category could include meat pies made on-site and sandwiches made and sold from the premises in which they are made. It is expected that the customer is able to speak with the person who made or packed the product to ask about ingredients. Prepacked food must have an ingredients list. Allergenic ingredients must be emphasised in some way every time they appear in the ingredients list. You need to tell your customers if any food products you sell or provide contain any of the main 14 allergens as an ingredient. The 14 allergens are:

Celery

Cereals containing gluten – including wheat (such as spelt and Khorasan), rye, barley and oats

Crustaceans – such as prawns, crabs and lobsters

Eggs

Fish

Lupin

Milk

Molluscs – such as mussels and oysters

Mustard

Tree nuts – including almonds, hazelnuts, walnuts, brazil nuts, cashews, pecans, pistachios and macadamia nuts

Peanuts

Sesame seeds

Soybeans

Sulphur dioxide and sulphites (if they are at a concentration of more than ten parts per million)

This applies also to the additives, processing aids and any other substances which are present in the final product. For example, sulphites, which are often used to preserve dried fruit, might still be present after the fruit is used to make chutney. If this is the case, you need to declare them at the point of sell during all United Methodist Church UK Mission Area events.

### **Policy review and update**

The Board of Trustees and the Media and Communications Team have overall responsibility for the review and update of this policy at the beginning of each year or more regularly as required. This Policy takes effect from **04/11/2019** (subject to approval and amendments from the Mission Area Annual Conference). Next Review date will be 04/**11/2020**.