



## Complaint Form

### Advertising / Commercial Communications

#### ***Making a Complaint***

You **must** complete this form **in full**.

If you would like further help or advice, please contact one of the Authority's staff on the number provided on this form or by e-mail, [info@bai.ie](mailto:info@bai.ie)

Under Sections 48(1)(d) Children's Commercial Communications Code & General Commercial Communications Code of the Broadcasting Act 2009, any viewer or listener may refer a complaint to the BAI if they are unhappy about advertising / commercial communication content on an Irish licensed broadcasting service, both radio and television.

Your complaint must be made no later than **30 days** after the broadcast.

When submitting a complaint concerning a commercial communication, a complainant may refer to the Children's Commercial Communications Code or the General Commercial Communications Code.

**Commercial communication:** *types of commercial communications include advertising, sponsorship, teleshopping and product placement but do not include public service announcements and charity appeals broadcast free of charge. Please refer to the General and Commercial Communications Codes for a complete definition.*

<b>General Commercial Communications Code</b>	<b>Children's Commercial Communications Code</b>
<p><b>Main Sections: -</b></p> <ul style="list-style-type: none"><li><b>3</b> General principles and rules applying to all commercial communications (including the protection of the individual &amp; society; offence, harm and human dignity; transparency; and assessment)</li><li><b>4</b> General rules pertaining to all advertising and teleshopping</li><li><b>5</b> Rules pertaining to specific advertising techniques</li><li><b>6</b> Rules pertaining to sponsorship</li><li><b>7</b> Television product placement</li><li><b>8</b> Rules pertaining to specific products and services</li><li><b>9</b> Prohibited communications</li><li><b>10</b> Appendix (a list of principal legislation that may affect commercial communications)</li></ul>	<p><b>Main Sections: -</b></p> <ul style="list-style-type: none"><li><b>5</b> Social values</li><li><b>6</b> Inexperience and credulity</li><li><b>7</b> Undue pressure</li><li><b>8</b> Special protection for children in advertising</li><li><b>9</b> General safety</li><li><b>10</b> Violence</li><li><b>11</b> Diet and Nutrition</li><li><b>12</b> Parental responsibility</li><li><b>13</b> Programme characters</li><li><b>14</b> Children's advertising, sponsorship &amp; product placement</li><li><b>15</b> Prohibitions &amp; Restrictions</li></ul>



For office use only: Ref. No.

<b>Details of complaint</b>	<b>Please complete these details in full.</b>
Name of Station	
Advert Title / Broadcast Item	
Date of Broadcast: dd/mm/yr	
Time of broadcast (if applicable)	

<b>Is the complaint an infringement of:</b>	<b>Please select relevant category</b>
48 (1)(d) General Commercial Communications Code	
48 (1)(d) Children's Commercial Communications Code ( <i>advertising, sponsorship and product placement that promotes products, services or activities that are deemed to be of particular interest to children and/or are broadcast during and between children's programming. Children's programmes are programmes that are commonly referred to as such and/or have an audience profile of which over 50% are under 18 years of age</i> )	

Please complete this section **briefly**, summarising the main points of your complaint (alternatively, you may attach your complaint to this form).

*Please note: complaints concerning station programme promotions, including film trailers should be submitted on a 'programme complaint form' under harm & offence – The Code of Programme Standards.*



For office use only: Ref. No.

Date (form completed):

<b>Complainant:</b>	<b>Please complete these details in full.</b>
Surname	
First Name	
Mr. / Mrs. / Ms.	
Address	
Daytime Phone Number	
Email (if applicable)	
Fax Number (if applicable)	

The personal contact details submitted are for use by the Authority only.

All complaints considered by the Authority are made publicly available, including the name of the complainant only.

<b>Have you already complained to:</b>	<b>Yes</b>	<b>No</b>
The broadcaster or programme/advertising company?		

If you have answered yes, please give details: -

Any correspondence relating to this complaint with the relevant broadcaster should be attached to this form.

Is the matter complained of the subject of any proceedings in a court of law in the Republic of Ireland?

<b>Yes</b>	<b>No</b>



### **The Broadcasting Authority of Ireland**

Any viewer or listener who is not happy about broadcasting content on an Irish broadcasting service, whether in programme or advertisement form, has a right to complain about it and have their complaint handled by the Broadcasting Authority of Ireland.

The Broadcasting Authority of Ireland has been given the responsibility by the government to deal with all broadcasting complaints, which means the Authority looks at, considers and decides upon the nature of these complaints.

### **How to make a complaint**

All complaints **must**

- be in writing, preferably by completing the relevant 'Complaint Form' for programmes or advertisements/commercial communications
- be made no later than 30 days after the date of the broadcast
- relate to a broadcast by an Irish broadcasting service
- come within the relevant broadcasting codes and/or legislation
- include a short summary of what concerned you

***All complaints considered by the Authority are made publicly available, including the name of the complainant. However, in the event that a complainant has valid concerns relating to privacy issues in making a complaint, in particular under Section 48(1)(c)(Privacy of an Individual), the Authority may consider requests from the complainant for anonymity.***

*Copies of both advertising codes are available on the BAI website, [www.bai.ie](http://www.bai.ie) or on request from the BAI's offices.*

**To finish, please read through the above form to ensure all your details are correct.**

**You may post, e-mail or fax this complaint form to the BAI. The relevant contact details are: -**

Broadcasting Authority of Ireland  
2 – 5 Warrington Place,  
Dublin 2.

Telephone: 01 644 1280

Fax: 01 644 1299

Email: [info@bai.ie](mailto:info@bai.ie)

Website: [www.bai.ie](http://www.bai.ie)