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The UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code) is the rule book for non-broadcast advertisements, sales promotions and direct marketing communications (marketing communications)

Non-broadcast Code - ASA | CAP - Advertising Standards Authority
asa.uk : codes-and-rulings : non-broadcast-code

Through their membership of CAP member organisations, or through contractual agreements with media publishers and carriers, those businesses agree to comply with the Code so that marketing communications are legal, decent, honest and truthful and consumer confidence is maintained.

The CAP Code - Advertising Standards Authority
asa.uk : static : The-Cap-code

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