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Adjudications

ASA adjudications provide guidance to the industry on how the advertising codes are to be interpreted and act as a record of ASA policy for consumers, media, government and all parts of the advertising business.

ASA rulings on complaints about advertisements, sales promotions and direct marketing can be found in this section. Please note ASA broadcast advertising adjudications (November 2004 - June 2006) and Ofcom adjudications (January - November 2004) are not included in this section or search results but can be found in PDF documents in the [Old Broadcast Rulings](#) section. Those PDFs can be searched using the main site search in the top right hand corner of the page.

 [Subscribe to the Adjudications RSS Feed](#)

This week

Adjudication types (click the buttons below to change between the complaint types)

- Adjudications (20)
- Informally Resolved Complaints (18)
- Sales Promotion Complaints (0)
- Direct Mailing List and Database Complaints (0)

Previous weeks' adjudications

[This week](#)
[10th December 2008](#)
[3rd December 2008](#)
[26th November 2008](#)
[19th November 2008](#)

Advertiser quick-search

Quick Search

Full archive search

To search our five year archive of adjudications click the link below. Please see note above regarding broadcast rulings.

[Full Archive Search](#)

Viewing: 17 December 2008

Informally resolved complaints

After consideration by the ASA of complaints received, the following companies and organisations agreed to amend or withdraw advertising without the need for a formal investigation

List by: [Advertiser](#) | [Media](#) | [Sector](#)

The list of informally-resolved complaints table

Advertising Party	Media	Sector
Church of Scientology	Leaflet	Non-commercial
Lycamobile UK Ltd	Transport	Computers and telecommunications
Post Office Ltd	Leaflet	Business
British Sky Broadcasting Ltd t/a Sky	National press	Computers and telecommunications
Cambridge Hypnotherapy Clinic	E-mail	Health and beauty
DSG Retail Ltd t/a PC World	Magazine	Computers and telecommunications
Hastings Borough Council	Regional press	Non-commercial
Jerwood Foundation	Regional press	Non-commercial
Alternatives	Internet (sponsored search)	Non-commercial
DHI Global Holdings Ltd	Magazine	Health and beauty
Microsoft UK Ltd	Internet (sales promotion)	Leisure
Walkers Window World Ltd	Regional press	Household

Rejuvenate	Leaflet	Health and beauty
Caerphilly MOT and Service Centre	Regional press	Motoring
Empire Direct plc	E-mail	Leisure
Millets Sports Bay Form Ltd	Internet (sponsored search)	Retail
Blockbuster Entertainment Ltd	Radio	Leisure
Phones 4 U Ltd t/a Dialaphone	Internet (sales promotion)	Computers and telecommunications

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