

Vale of Glamorgan Website Advertising Protocol

1.0 Document Purpose

To protect the reputation of the Council, its members, partners and officers, and to protect service users, a set of guidelines is required for the carrying of advertisements.

2.0 Scope

These guidelines apply to the carrying of advertisements of the websites managed and operated by the Vale of Glamorgan Council.

3.0 General Principles

3.1 Advertisers must ensure that each advert complies with all relevant rules of law, regulations or codes of practice. In particular the adverts must adhere to the codes of conduct laid down by the Advertising Standards Authority – in both letter and spirit.

3.2 The adverts must contain nothing which is in any way defamatory, obscene or illegal or which infringes copyright or any other intellectual property rights or other rights belonging to a third party or which if published or displayed would constitute a breach of contract or confidence or the publication or display of which is for any reason unlawful.

3.3 All adverts must be accurate, decent, honest and truthful and created with a sense of social responsibility.

3.4 All adverts will be clearly labelled as such, and it should be noted the Council does not endorse any products or services advertised on its website.

3.5 The Council will not carry any advert that may detract from its brand or identity. Adverts may only use the Council's name or brand with written permission from the relevant person.

4.0 General Blocks

4.1 The Council will not carry advertisements:

- For gambling services (excluding lotteries carried out for charitable purposes)

- For Sexual Services (excluding counselling or health related services where written permission has been obtained)
- For Pornographic services
- For alcohol
- That discriminates on the grounds of race, religion, sexual orientation, gender, disability or age.
- That are of a political nature
- Where the advertiser is undergoing a procurement process with the Council
- Financial institutions, retailers and any other loan advancers with punitive interest rates.

4.2 The Council reserves the right to refuse any advert it considers inappropriate and also reserves the right to do so without explanation.

5.0 Role and Responsibilities

5.1 The Communications Manager is responsible for the day to day management of this protocol and its application to advertising campaigns that are offered to the Council.

5.2 In the Communications Manager's absence the responsibility outlined above will be carried out by their line manager.

5.3 In the event that any advertising campaign does not clearly fall within the guidance contained in this protocol, the Head of Performance & Development will be consulted to reach a determination, liaising as required with the Managing Director and the Council's Leader.

6.0 Availability of Websites

The Council will arrange for the websites operated and managed by the Vale of Glamorgan Council to be made available, however they may occasionally require periods of downtime (during which the websites shall not be available) for repair, maintenance, and upgrading and the Council cannot guarantee uninterrupted availability. The Council will however endeavour to minimise any such periods of non-availability. All advertisers must understand and accept that they will have no claim for breach of contract or otherwise in respect of any such period of unavailability.

6.0 Monitoring and Review

This Policy will be reviewed annually. Any significant changes will be reported to Cabinet for approval.