

The Advertising Policy

Introduction

The BT Directories Advertising Policy is a reference tool for all Advertisers and employees of BT Directories. All advertisements in 'BT Exchanges' either in print (previously known as 'The Phone Book') or online or copy on websites provided by BT must comply with the Advertising Policy which consists of two main sections, Advertising and Classifications:

1. General Advertising Policy & Guidelines

Principles

This section sets out the contractual obligations of all Advertisers for BT Directory products whether that is in print or online or copy on websites.

Rules

This section sets out what BT Directories consider to be and not to be acceptable for advertisements.

2. Classifications Policy

This A-Z section provides details of Classifications which are associated with specific Advertiser guidelines.

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General Advertising Policy and Guidelines

The Principles

This Advertising Policy must be complied with when dealing with any BT Directories Order for advertising or websites provided by BT.

Advertising products from BT Directories include BT Exchanges – The Phone Book – a printed directory featuring a Classified Directory, a Business A-Z and a Residential A-Z section and a range of online or copy on websites advertising on the BT Exchanges website (btexchanges.com) and Internet search engines such as Google and Yahoo.

BT reserves the right (as set out in its Conditions and Acceptance of Advertisements either in print or online or copy on websites) to refuse, amend, withdraw or otherwise deal with advertisements in print or online or copy on websites or websites at its absolute discretion and without explanation. A contract between BT and an Advertiser only becomes legally binding when BT accepts an advertisement from an individual or business in writing.

As a responsible major business organisation, BT requires its Advertisers either in print or online or copy on websites to comply with the current version of the British Code of Advertising Sales Promotion and Direct Marketing (CAP Code).

Advertisers must also ensure that BT Directories advertisements, in print or online or copy on websites, comply in full with all applicable statutes, laws, regulations, Codes of Practice, and this Advertising Policy.

Any BT Directories advertisements reflect on BT's public image and therefore all advertisements are required to be legal, decent, honest, and truthful.

Advertisers must prepare all BT Directories advertisements with a sense of responsibility to the consumer and to society, and conform to the principle of fair competition.

LEGAL: Advertisers have sole responsibility for ensuring that BT Directories advertisements and websites either in print or online or copy on websites comply with all laws, regulations and/or applicable codes of practice, do not infringe any third party intellectual property rights and are not obscene, indecent or otherwise offensive.

It is the Advertiser's responsibility to supply all mandatory and legal statements relating to the business, which must feature within the advertisement.

Advertisers shall ensure that at all times they have all rights to operate the relevant business (including, without limitation, any relevant licences, permissions, authorisations, accreditations, certifications, and qualifications) required for advertisement(s) to appear in BT Directories Advertisers must provide proof of compliance with this requirement at the request of BT.

DECENT: BT Directories advertisements and websites should contain nothing that is likely to cause offence. In particular, swear words and nudity will not be accepted.

HONEST: BT Directories advertisements and websites should not exploit the credulity, lack of knowledge or inexperience of consumers.

TRUTHFUL: No BT Directories advertisement or website should mislead, or be likely to mislead, by inaccuracy, ambiguity, exaggeration, omission or otherwise.

USE OF OTHER PUBLICATIONS' ADVERTISEMENTS: BT will not accept advertisements or websites that have been produced by other directories or publications for insertion into BT Directories products.

Advertisements from any competing or non-BT publication such as Yellow Pages or Thomson Local directories provided by the Advertiser to BT can only be used for general planning purposes and not for placement in BT Directories. Such an advertisement or website can be viewed to give general ideas about potential Classifications and to help determine the Advertiser's needs, but nothing more.

Advertisements or websites must not under any circumstance be replicated from any other publication. In particular, Advertisers must never supply all or part of another publication's advertisement or website, or a copy of this, as artwork for BT. This includes any illustration, wording or style.

It is the Advertiser's responsibility to ensure that:

- (a) the artwork supplied has not been created by another competing publication (directory or other), and
- (b) the Advertiser has all rights and copyrights for artwork or has the licences to use third party rights for the said artwork.

BT Exchanges – The Phone Book is produced by BT Directories. It is not connected to any other directory including Yellow Pages. Thomson Local is a registered trademark of Thomson Directories Ltd.

The Rules

The following rules for accepting advertising or website content apply to all advertisements in print or online or copy on websites within BT Directories.

1. Classification, Positioning and Format

1.1 Classifications

Advertisers can advertise under any classification that is considered appropriate for the business, subject to meeting any specific requirements that apply to the business and advertisement (see The Classification Policy for further information).

With copy on websites and advertisements on btexchanges.com advertisers can choose which classifications they wish to appear under. On the advertiser's behalf BT will determine appropriate keywords to be used in the web search engines. The advertiser will be able to select a classification group from one of 5 classification tiers; each tier will have a different price per contact to reflect the value of those classifications and keywords. The advertiser must select a group of classifications which are relevant to their business activity e.g. a plumber could not select the solicitor's classification group.

Advertisers can purchase more than one online package. However the same keywords cannot be used in more than one package.

1.2 Positioning – in print

Positioning of an advertisement in The Phone Book is dependent upon the ad type and section in which the advertisement appears, as outlined below:

Ad Type	Classified	Business A-Z
Display	Size and Seniority	Alphanumeric
Semi-Display and Listings	Alphanumeric	Alphanumeric
Vouchers	Alphanumeric	
Headline Banners*	See below	
Sponsored Headings	See below	

Size And Seniority Positioning Rules (Classified Directory only)

All Classified Display Advertisements will be positioned within each classification according to the rules below in the following order:

1. **Size:** Largest Display Ad first (full page, ¾ page, ½ page, ⅓ page, ¼ page, ½ column, double ¼ column, ¼ column)
2. **Seniority:** Longest standing advertisement first based on first date of signing for the specific Display Ad, in the specific classification in the specific Phone Book
3. **Colour:** Colour advertisements first, followed by Black and White advertisements*
4. **Alphanumeric:** See rules outlined below

*Not applicable for the compact version of The Phone Book.

Alphanumeric Positioning Rules

Semi-Display Ads and Listings within the Classified Directory will be positioned based on the business/trading name of the advertiser, generally after all Display Ads. There may be instances where Semi-Display Ads and Listings appear ahead of some Display Ads in order to make the most efficient use of Classified Directory pages.

Advertisements within the Business A-Z (Display, Semi-Display and Listings) will be positioned based on the business/trading name.

Voucher advertisements that appear within the dedicated Voucher section will be positioned in alphanumeric order based on the business/trading name (see section 6.1 Vouchers for more information).

The business/trading name cannot be altered or redefined in any way. The way order ads are positioned is determined by numbers first, followed by letters in alphabetical order. Special characters are ignored (for example, @ and &).

BT reserves the right to refuse an advertisement if it is considered that the Advertiser is seeking to gain an unfair alphanumeric positioning advantage (for example, using combinations of numbers, spaces or single letters to form contrived names such as "00011 AAA Services").

Headline Banner Positioning Rules*

Headline Banner advertisements will be positioned within the heading bar on each right- or left-hand page running across the Classified, Business A-Z and Residential A-Z sections of The Phone Book.

*Not applicable for the compact version of The Phone Book.

Sponsored Heading Positioning Rules

Sponsored Heading advertisements will be positioned directly below the classification heading, ahead of all other advertisements (display and semi-display) and listings.

1.3 Positioning – The Phone Book website

Default positioning of an online or copy on websites advertisement on the BT Exchanges website for the majority of classifications is dependent upon the proximity of the business to the matched centre point of the location that the user inputs into the search (i.e. locality name or postcode).

Within each 1/2 mile band radiating out from the matched centre point, size positioning rules will apply as outlined in section 1.2.

Where listings (ads or Free Line Entries) are the same size within a 1/2 mile band, positioning will be firstly on the basis of proximity and secondly (where businesses are the same distance from the centre point), alphabetically.

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1.4 Composite Advertisements

Printed advertisements can feature several brands within them as long as there is a solid black border around the entire advertisement area booked. The border should be a minimum of 2pt (1mm). All brands advertised must be relevant or closely linked to the Classification. The business/trading name must feature in each sub-advertisement. If more than one name is used in each sub-advertisement, the business trading name must be the most prominent name featured. Advertisers can use all sizes and shapes within composite advertisements as long as the rules above are applied.

Advertisements that feature different contact details for these brands are only acceptable if the brands/businesses all belong to the same parent company. Franchises, dealerships, partner businesses, subsidiaries, etc are not acceptable. BT reserves the right to request proof of affiliation whenever necessary.

BT will not accept composite advertisements in the following positions: Inside Front Cover, Inside Back Cover, Outside Back Cover, Menu advertisements and Online or copy on websites Banners.

BT will also not accept advertisements that split an existing advertisement size to feature other Advertisers (for example, a whole page divided and resold or shared by individual Advertisers).

Positioning of all composite advertisements will be based on the positioning rules stated in the Positioning section 1.2 and 1.3.

1.5 Cross-Reference Advertisements

BT will not accept advertisements containing copy or logos that refer to a competing publication such as Yellow Pages or Thomson Local telephone directories. BT will accept advertisements containing links to external internet sites. The Advertiser is responsible for ensuring that it has the necessary authority to display (and use) any links to external sites that are displayed on its internet site(s). BT will not be held responsible for the content and/or use of such links and/or external sites.

Classified Advertisements

BT will not accept cross-reference advertisements placed within the Classified Directory in The Phone Book with the exception of:

- Cover ad positions
- Vouchers
- Headline Banner ads
- Menu ads
- Sponsored Headings
- Cross-references for public service organisations, examples of which are listed below:
 - Central Government
 - Local Government/Local Authorities
 - Emergency Services, i.e. Police, Fire, Ambulance
 - Court Services
 - Education Authorities and Organisations
 - Health (Hospitals, PCTs, Health Councils, Hospices, Sexual Health, etc.)
 - Charities
 - Armed Services
 - Chambers of Commerce and Trade
 - Public Sector Helplines and Information Services

Business A-Z Advertisements

BT will accept display advertisements placed within the Business A-Z of The Phone Book that cross-refer to other advertisements in the same edition of The Phone Book.

1.6 Premium Positions

Premium Positions are defined as Inside Front Cover, Inside Back Cover, Outside Back Cover, Front Cover Banners, Spine Ads, Bound Inserts, Loose Inserts, Branded Fillers, Headline Banners, Sponsored Headings, Banner Ads and Online or copy on websites Banners.

All Premium Positions must follow the same principles, rules and guidelines as standard advertisements in print or online or copy on websites in BT Directories.

Online or copy on websites Banners do not require a visitable address but do require an active link to the Advertiser's website.

2. Advertisement Copy

2.1 Address

It is no longer mandatory for printed display advertisements and online advertisements to feature a visitable address. However, a full address must still be provided on the Order Form. For advertisements that feature an address (mandatory for semi-display advertisements), it must be a visitable address, a registered business address or a P.O. Box address. All of these must include a postcode.

For Voucher advertisements, BT requires the name and address of the business and where the Voucher can be redeemed, to be shown on the front of the Voucher. If the Voucher can be redeemed at numerous branches or in a variety of ways, then this information should be detailed on the front of the Voucher.

2.2 Business/Trading Name

All advertisements must include the Advertiser's company name, which should be clearly identifiable and must resemble the registered business/trading name, e.g. H. Skip Hire Ltd is the Advertiser's business/trading name, it is acceptable to include Hemel Skip Hire or Hemel Skips.

In the cases of trading companies, holding companies, franchises and dealerships, a different company name can be included.

If more than one name is used in an advertisement, the business or trading name must feature in the advertisement.

BT may request proof of the business/trading name in the form of a certificate of registration, utilities bill, VAT Registration, bank statement, supplier invoice, public liability insurance certificate, current trade association membership certificate, Driver and Vehicle Licensing Agency (DVLA) document or Office of Fair Trading licence document showing the business/trading name for positioning purposes (as a final factor for Size and Seniority positioning rules).

2.3 Telephone Number

All print advertisements must include a telephone number with the exception of web-only companies' and Online or copy on websites Banners. Mobile telephone numbers must clearly be identified as such (e.g. 'Mobile' or 'Mob' etc.). Non-geographic numbers (i.e. beginning with 084 or 087) are acceptable (please see Non-Geographic Number section).

Short or indirect access numbers may be provided, however BT reserves the right to refuse inclusion. Personal numbers (PNS) provided under the 07 number range may be provided, however BT reserves the right to demand proof of use and evidence that the holder of the actual number can reasonably be located on the terminating number used.

All print advertisers must include a landline telephone number and visitable address on the Order for directory advertising form.

2.4 Non-Geographic Numbers

For non-geographic numbers starting with 084 and 087, the Committee of Advertising Practice (CAP) advises that Advertisers should not describe calls to these numbers as 'Local' or 'National' respectively. When describing call charges the maximum price per minute, or the maximum cost of a call (both of which must be inclusive of VAT) should be made clear. It should also be clear that the price of calls from mobiles and non-BT phone lines will vary and, if space allows, that callers can check the cost with their phone company. Prices quoted should be relevant to the majority of callers. If necessary, the network should be specified as well.

2.5 Premium Rate Numbers

Premium Rate Service numbers are only accepted for Display advertisements (i.e. not for Semi-display, Super Bold or Free Line Entries).

Premium Rate Service (PRS) numbers start with 09xx (and all numbers starting with 09xx are Premium Rate Service numbers).

BT will only accept advertisements that include premium rate (09xx) numbers if they comply with the PhonepayPlus Code of Practice.

The PhonepayPlus Code of Practice requires that Advertisers clearly state call charges in advertisements: the price per minute, inclusive of VAT, or the total maximum cost of the call. Prices quoted should be relevant to the majority of callers. If necessary, the network should be specified as well.

Advertisements should also include the warning 'rates may be subject to change' or a statement that explains that details are correct at the time of going to press (with the publication month and year quoted). For example, the following statement would be acceptable under PhonepayPlus guidelines: 'Calls cost Xp per minute at cheap rate, Yp per minute at all other times. Prices apply from BT landlines, other network charges may vary. (Rates may be subject to change, correct on date of publication, October 2004.)'

2.6 Directory Enquiry Numbers

Directory Enquiry numbers are only accepted for Display advertisements (i.e. not for Semi-display, Super Bold or Free Line Entries).

BT will only accept advertisements that include directory enquiry numbers (118xxx) if they comply with the PhonepayPlus Code of Practice.

The PhonepayPlus Code of Practice requires that Advertisers clearly state call charges in advertisements in print or online or copy on websites: the price per minute, inclusive of VAT, any additional connection charge, or the total maximum cost of the call. Prices quoted should be relevant to the majority of callers. If necessary, the network should be specified as well.

Advertisements should also include the warning 'rates may be subject to change' or a statement that explains that the details are correct at the time of going to press (with the publication month and year quoted). For example, the following statement would be acceptable under PhonepayPlus guidelines: 'Calls cost Xp per minute at cheap rate, Yp per minute at all other times. Prices apply from BT landlines, other network charges may vary. (Rates may be subject to change, correct on date of publication, October 2004.)'

2.7 Copy Positioning

BT will not accept printed advertisements which are presented with copy upside down.

Vertical and sideways copy is accepted.

2.8 Colour Advertising

Advertisers wishing to use custom colours as part of a printed advertisement must provide the CMYK values of the requested colours on the Display advertising copy details form.

BT will not accept direct Pantone colour requests. Customers wishing to use Pantone colours should provide a printed sample (e.g. company brochure, letterhead, business card, etc.) to show the required colour.

BT will endeavour to match colour swatches provided by Advertisers but cannot guarantee the exact colour reproduction on advertisement proofs or within BT Exchanges.

General Advertising Policy and Guidelines

2.9 Approvals and Recommendations*

BT will not accept advertisements that contain approvals or recommendations from the following organisations:

- The Fire Extinguishing Trade Association (FETA): FETA does not approve fire extinguishers or appliances
- The Police: statements such as 'Police-approved' or 'Police-recommended' cannot be used unless Advertisers provide written confirmation from The Police
- The Advertising Standards Authority (ASA)
- The Committee of Advertising Practice (CAP)

2.10 Testimonials and Endorsements*

Testimonials and endorsements should relate to the products advertised.

Advertisements in print or online or copy on websites must state the name(s) of the person(s) who provided the testimonial or endorsement. Advertisers in print or online or copy on websites must hold signed and dated proof, including a contact address, or written permission for any testimonials used from the person who provided it.

References to tests, trials, professional endorsements, research facilities, and professional journals should be used only with the permission of those concerned.

Testimonials alone do not constitute substantiation, and the opinions expressed in them must be supported with independent evidence of their accuracy.

2.11 Foreign Advertisements in print or online or copy on websites

BT will accept advertisements in print or online or copy on websites containing copy in a foreign language if the Advertiser provides a certified English translation. Advertisers in print or online or copy on websites offering goods or services of foreign origin must follow all import/export regulations and all other restrictions that apply.

2.12 Semi-display Advertisements in print or online or copy on websites

25mm semi-display advertisements in print must contain the Advertiser's company name as per section 2.2. A business/trading description may also be included in the 'Business Name' field, after the Advertiser's company name, e.g. Hemel Skip Hire is the Advertiser's company name and its description. A telephone, email or web addresses will not be accepted, in the 'Business Name' field.

25mm Semi-display advertisements must contain a telephone number and an address as per sections 2.1 and 2.3.

25mm Semi-display advertisements can include any three telephone numbers, which can be included in the 'Further Information' and 'Address and Telephone number' fields. Email and web address may be included in the 'Trade Details' and 'Further Information' fields.

3. Responsibilities

The following list is non-exhaustive and may be updated or amended as required from time to time.

3.1 Legal Responsibilities

3.1.1 Statutes

In addition to statutory provisions, certain common law rights may also be relevant to advertising practices, such as, libel, slander of goods, and slander of title. Libel is the publication of defamatory statements (in a permanent form to a third party) that will lower the reputation of someone in the minds of reasonable people.

If necessary, BT will seek professional advice on whether or not to accept advertisements in print or online or copy on websites that could be defamatory.

3.1.2 Copyrights and Trademarks

Advertisers in print or online or copy on websites are responsible for all third party and copyright-protected material, trademarks, images, and logos featured in advertisements in print or online or copy on websites and must ensure that they are fully and properly authorised to use them.

3.1.3 Availability of Products*

Advertisers in print must clearly state if stocks are limited. Products must not be advertised unless Advertisers can demonstrate that they have reasonable grounds for believing that they can satisfy potential demand during the full life-cycle of the BT Exchanges Directory in which the advertisement appears. This is currently 12 months with the exception of Online or copy on websites Banners.

3.1.4 Goods and Services

All advertisement and website copy must comply with the Trade Description Act 1968 (or any Act replacing it). This Act prohibits the application of a false trade description to goods or the supply of, or offer to supply goods with such false description. This Act also prohibits making a false statement as to the provision of services, accommodation or facilities.

3.1.5 Price and VAT*

All price information featured in advertisements must remain valid for at least 28 days after the publication month of the applicable edition of The Phone Book. All advertisements (excluding Vouchers) must include the following statement, which must feature horizontally below the price information: 'Prices are subject to change.' BT is at liberty to insert the above statement without Advertisers' prior approval where necessary. For Voucher advertisements any prices stated must be valid until the end date as specified on the Voucher (see 6.1 Vouchers for more information). Any exceptions to the above policy will be considered if made in writing by the Advertiser concerned.

Prices quoted must include VAT and other non-optional taxes and duties imposed on all buyers, and must comply with all applicable requirements for price indications. If the price is not 'fixed', the advertisement must show the word 'from' immediately before the price quoted. VAT rates are subject to variation and should not be specified in printed advertisements.

3.1.6 Guarantees*

Guarantees may be included in advertisements in print or online or copy on websites, however they must not be used in a way that could cause confusion. Limitations on the guarantee should be clearly stated within advertisements. In particular, advertisements in print or online or copy on websites should state the nature and extent of any additional rights provided by the guarantee, over and above those given by law, and should make clear how to obtain redress.

Guarantees may be legally binding on the Advertiser.

3.1.7 Imitation*

Advertisements in print or online or copy on websites must not so closely resemble any other that they are likely to mislead or cause confusion.

3.1.8 Comparative Advertisements in print or online or copy on websites*

Comparative claims are permitted in the interest of vigorous competition and public information. They should be clear and fair and should not mislead nor be likely to mislead.

Claims should compare products/services meeting the same needs or intended for the same purpose, and should objectively compare one or more material, relevant, verifiable, and representative feature of these products.

BT will not accept advertisements in print or online or copy on websites which discredit or disparage other companies' products, services, trademarks, trade names or other distinguishing marks, activities or circumstances.

Advertisers in print or online or copy on websites must not take unfair advantage of the reputation of trademarks, trade names or other distinguishing marks of organisations or of the designation of origin of competing products.

3.1.9 Royal Family

Advertisements in print or online or copy on websites should not show or mention any member of the Royal Family without prior permission. The Royal Arms and Emblems should be used only with the prior permission of the Lord Chamberlain's office.

3.1.10 Royal Warrants

BT will allow references to Royal Patronage or Royal Warrants providing Advertisers in print or online or copy on websites have checked the statements are true and correct with the Royal Warrant Holders' Association.

3.1.11 Reproduction of Bank Notes, Coins and Stamps

The exact reproduction of bank notes and coins in print or online or copy on websites, either in full or in part, is illegal without the specific authority of the Bank of England or the appropriate issuing Bank (foreign currency).

Reproduction of postage stamps, Post Office forms, trademarks, and others require approval from either the Royal Mail or Post Office.

3.1.12 Official Announcements

BT will not accept advertisements in print or online or copy on websites alluding to or simulating an official announcement, or containing 'official' as part of the advertisement copy.

3.1.13 Protection of Privacy*

BT will reject advertisements in print or websites that unfairly portrays or refers to people in an adverse or offensive way. Written permission must be obtained before referring to or portraying members of the public, people with a public profile, or implying any personal approval of the advertised product. BT reserves the right to request such proof at anytime.

3.1.14 Menu Advertisements

Advertisements for Menus may only be included within the Menu Guide sections of The Phone Book (Hair & Beauty, Leisure, Sport & Tourism, Restaurants and Takeaways). A minimum of 75% of the advertisement content must include menu specific information for the advertisement to be accepted*. For information on including prices within advertisements please see section 3.1.5. Price and VAT.

Two page Menu advertisements are also available within the Menu Guide sections of The Phone Book. Size and seniority positioning rules apply for all 2 page advertisements (see section 1.2. Positioning - in Print), which may start on either a left- or a right-hand page, for which the placement cannot be guaranteed.

*For the Leisure, Sport & Tourism Guide, Advertisers existing tourist information leaflets may also be used for the advertisement in place of a Menu specific advertisement.

Restaurants & Takeaways

In order to advertise in the Menu Guide for either Restaurants or Takeaways the Advertiser must fall into one of these business categories: Restaurants – General, Restaurants – Delivering, Restaurants – Fast Food, Restaurants – Public Houses, Restaurants – Speciality, Restaurants – Takeaway, Cafes, Fish and Chip Shops, Hotels and Inns, Public Houses, Bars and Wine Bars, Sandwich Shops, Caterers, Delicatessen, Sandwich Delivery Services.

Hair & Beauty

In order to advertise in the Hair & Beauty Guide the Advertiser must fall into one of these business categories: Beauty Salons and Consultants, Beauty Consultants – Mobile, Electrolysis, Hair and Wool, Hair Consultants, Hair Extensions and Replacement, Hair removal, Hairdressers – Ladies, Hairdressers – Men's, Hairdressers – Mobile, Hairdressers – Unisex, Hairdressing and Beauty Schools, Hairdressing Equipment and Supplies, Health Clubs and Fitness

* See Page 80 for more information

General Advertising Policy and Guidelines

Centres, Hotels and Inns, Manicures and Pedicures, Sunbeds and Saunas, Wedding Services, Wig and Hairpiece Retailers, Hairpiece and Wig Making.

Leisure, Sport & Tourism

In order to advertise in the Leisure, Sport & Tourism Guide the Advertiser must fall into one of these business categories: Any Sports related classifications, Hotels and Guest Houses, Holiday Homes and Camp Sites, Tour Operators and Travel Agents, Outdoor Pursuits and Leisure Centres, Museums, Art Centres and Tourist Attractions, Gift and Souvenir Shops, Transport and Travel.

3.1.15 Sponsored Headings

A maximum of one Sponsored Heading advertisement is available per classification. A minimum of 75% of the ad content must focus on generic information of interest to users of the classification. The remaining 25% of the ad content can focus on company specific information.

3.2. Social Responsibilities

3.2.1 Children*

Advertisements targeting or featuring children should not contain anything likely to result in their physical, mental or moral harm. BT will not accept advertisements aimed specifically at children for activities that are illegal to children, such as pornography, gambling, online chat rooms or chat lines directed at minors.

3.2.2 Discrimination*

BT will not accept advertisements in print or online or copy on websites that may cause offence or be considered discriminatory on the grounds of age, race, religion, sex, sexual orientation or disability.

3.2.3 Fear and Distress*

BT will not accept advertisements in print or online or copy on websites that feature shocking claims or images to attract attention. Advertisements in print or online or copy on websites should not cause fear or distress without good reason.

3.2.4 Illustrations

Illustrations or statements must not be suggestive or capable of misinterpretation. BT will only accept advertisements in print or online or copy on websites with nude or semi-nude figures if they are directly relevant to the advertisement. The illustration must be simple and in outline or silhouette.

3.2.5 Matters of Opinion*

Advertisers in print or online or copy on websites may provide a view about any matter in their advertisement, including the qualities or desirability of products, provided it is clear that they are expressing their own opinion rather than stating a fact.

3.2.6 Political Advertisements in print or online or copy on websites

BT will not accept advertisements in print or online or copy on websites advocating or opposing any political, legislative or administrative change.

BT restricts advertisements in print or online or copy on websites for political organisations to visiting card details: name of constituency, address, and telephone number only.

3.2.7 Racial Advertisements in print or online or copy on websites

BT will not accept advertisements in print or online or copy on websites that may be considered racist in any way.

3.2.8 Religious Advertisements in print or online or copy on websites

BT will not accept advertisements in print or online or copy on websites of a religious nature.

3.2.9 Sexual Advertisements in print or online or copy on website/Discrimination

Under the Sex Discrimination Act 1975 it is an offence for anyone to discriminate against either a man or woman. BT will not accept advertisements in print or online or copy on websites that may be considered sexist in any way.

3.2.10 Questionable Advertisements in print or online or copy on websites

The Code of Advertising Practice (CAP) restricts, and BT rejects at its absolute discretion, any advertisement 'likely to offend', 'in bad taste', 'exaggerated' or 'misleading'. BT will also reject advertisements in print or online or copy on websites put forward by an Advertiser whose authenticity is in doubt.

3.2.11 Safety*

BT will not accept advertisements in print or online or copy on websites that condone or encourage unsafe practices. Particular care should be taken with advertisements in print or online or copy on websites addressed to or depicting children.

3.2.12 Violence or Anti-Social Behaviour*

BT will not accept advertisements in print or online or copy on websites that condone or are likely to promote or provoke violence or anti-social behaviour.

4. Professional Requirements

Many professions require specific qualifications, certificates or registration with the relevant regulatory body.

4.1 Medical Advertisements

BT will accept advertisements in print or online or copy on websites from Advertisers in print or online or copy on websites offering advice or treatment for medical conditions if they do not contravene any legal or professional ruling. However, these advertisements in print or online or copy on websites should only include name, qualifications, address, telephone number, and a brief description of the treatment. If businesses advertise medicines, medical treatments or appliances, they must strictly follow the Code of Advertising Practice (CAP) or have authorisation to advertise by the Medicines Control Agency (MCA).

4.2 Professional and Trade Bodies

Many professional and trade bodies restrict or prohibit advertising by their members. Rulings vary considerably.

BT will accept advertisements in print or online or copy on websites which feature professional or trade bodies in good faith on the understanding that members are acting in accordance with any obligations or restrictions that apply to them.

Where BT becomes aware that an advertiser is not, or ceases to be a member of a professional or trade body featured in an advertisement, BT reserves the right to remove, without notice, any reference to that body and remove all advertisements in print or online or copy on websites featuring it, from all BT advertising products.

4.3 Osteopaths and Chiropractors

The terms Osteopath and Chiropractor are regulated by the General Osteopathic Council (GOsC) and the General Chiropractic Council (GCC) respectively. Advertisers in print or online or copy on websites who use the terms osteopath or chiropractor directly or by implication (e.g. by making reference to qualifications) within an advertisement must ensure that they are registered with the appropriate council.

4.4 Professional Bodies/Registration Boards

It is the Advertisers in print or online or copy on websites responsibility to ensure that they are registered with the relevant Professional Body/Association. In this instance the Registered Professional Body/Association, Registration Number and the name of the person registered for the business must feature on the Order for directory advertising form. Please refer to the Classifications - Professional Bodies/Registration Boards section for further information.

5. Products

The following list is non-exhaustive and may be updated or amended as required from time to time.

5.1 Alcohol*

Advertisements in print or online or copy on websites must be socially responsible and must not encourage alcohol consumption, drinking and driving, nor suggest that drinking can overcome boredom, loneliness or other problems. Care should be taken not to exploit the young, the immature or those who are mentally or socially vulnerable. People shown drinking must neither be nor appear to be under 25 years old.* Alcohol manufacturers, wholesalers, and retailers may feature brand names and logos in advertisements in print or online or copy on websites.

BT will not accept advertisements in print for alcohol placed in Premium Positions (Inside Front Cover, Inside Back Cover, Outside Back Cover, Front Cover Banners, Spine Ads, Bound Inserts, Loose Inserts, Banner Ads, Branded Fillers and Online Banners).

5.2 Baby Milk Formula

BT will not accept advertisements in print or online or copy on websites for baby milk formula.

5.3 Botox

As Botox is a prescription-only drug, BT will not allow it to be included in any form of advertising either directly or indirectly, for example, face freezing (See 5.14).

Advertisers who offer Collagen, Restylane or Perlane in addition to Botox, may advertise using the term "cosmetic fillers" or "injected fillers" (see Beauty Salons and Consultants, The Classification Policy A-Z).

5.4 Chat Lines

BT will not accept advertisements in print or online or copy on websites for chat lines or chat rooms.

5.5 Dating Services

BT will not accept advertisements in print for dating services or agencies in Premium Positions (Inside Front Cover, Inside Back Cover, Outside Back Cover, Front Cover Banners, Spine Ads, Bound Inserts, Loose Inserts, Banner Ads, Branded Fillers and Online Banners).

5.6 Environmental

BT will not accept advertisements in print or online or copy on websites making 'environmentally friendly' or 'wholly biodegradable' claims without clear qualification/evidence that their product will cause no environmental damage when taking into account the full life cycle of the product as part of the advertising copy*.

Advertisements in print or online or copy on websites should not suggest that their claims command universal acceptance if that is not the case. If a product has never had a demonstrably adverse effect on the environment, advertisements in print or online or copy on websites should not imply that the formulation has changed to make it safe. Advertisers in print or online or copy on websites can however make claims about a product whose composition has changed or has always been designed in a way that omits chemicals known to cause damage to the environment.

Qualified claims and comparisons such as 'greener' or 'friendlier' are acceptable if Advertisers in print or online or copy on websites can substantiate that their product provides an overall improvement in environmental terms either against their competitors' or their own previous products.

5.7 Escort Agencies

BT will not accept advertisements in print or online or copy on websites from Escort Agencies.

* See Page 80 for more information

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5.8 Illegal Drugs

BT will not accept advertisements in print or online or copy on websites promoting illegal drugs or drug-related accessories.

5.9 Financial Information/Advertisements in print or online or copy on websites

All information including any financial details must remain valid for the full life-cycle of the BT Exchanges Directory in which the advertisement appears. This is currently 12 months with the exception of Online Banners and Loose Inserts. For more information, please refer to the Credit Information/Advertisements in print or online section below.

5.10 Credit Information/Advertisements in print or online or copy on websites

For advertisements in print or online or copy on websites featuring credit information, where the security comprises or may comprise a mortgage or charge on the debtor's home the following warning must appear in capital letters:

'YOUR HOME MAY BE REPOSSESSED IF YOU DO NOT KEEP UP REPAYMENTS ON A MORTGAGE OR ANY OTHER DEBT SECURED ON IT'

Where the advertisement indicates that credit is available for the payment of debts due to other creditors the warnings above shall be preceded by the following in capital letters:

'THINK CAREFULLY BEFORE SECURING OTHER DEBTS AGAINST YOUR HOME'

Warning Statements

The Advertiser is responsible for ensuring that advertisements in print or online or copy on websites include all warning statements required by law.

5.11 Gambling Products and Services

BT will not accept print advertisements for gambling products, services or scratch cards.

5.12 Lipo-Dissolve

BT will not accept advertisements in print or online or copy on websites for lipo-dissolve.

5.13 Motoring

Advertisements in print or online or copy on websites for motor vehicles, fuel or accessories should avoid portraying or referring to practices that encourage or condone anti-social behaviour.

Advertisers in print or online or copy on websites should not make speed or acceleration claims the predominant message of the advertisement.

Vehicles should not be depicted in dangerous or unwise situations in a way that might encourage or condone irresponsible driving.

5.14 Prescription Drugs*

The Medicines Advertising Regulations 1994 (Regulation 7, Part III) prohibits the advertising of prescription medicines to the public. BT will therefore not accept advertisements in print or online or copy on websites promoting prescription drugs.

5.15 Pro-Life & Pro-Choice Clinics

Pro-Life clinic advertisements in print or online or copy on websites should reflect clearly the Pro-Life nature of their advice. Pro-Choice clinics (i.e. abortion clinics) do not need to state the Pro-Choice nature of their service or advice in advertisements in print or online or copy on websites.

5.16 Sexual Services

BT will not accept advertisements in print or online or copy on websites relating to sexual services, including use, promotion or provision of sexual/pornographic videos, websites or telephone numbers. BT does not accept advertisements in print or online or copy on websites promoting or referring to 'fetishes'.

5.17 Tobacco

BT will not accept advertisements in print or online or copy on websites for tobacco products. This includes cigarettes, cigars, pipes, pipe tobacco, rolling papers and filters.

5.18 Xenical*

Xenical (active ingredient: Orlistat), a drug claimed to help obese people lose weight in conjunction with an energy-controlled diet, has recently received a marketing authorisation (product licence) in the UK and is available on prescription. As it is a prescription drug, BT will not accept advertisements in print or online or copy on websites for Xenical.

6. Offers and Promotions

6.1 Vouchers

BT will only include Vouchers in the dedicated Voucher section in The Phone Book, Loose Inserts and Online Banner ads.

The Phone Book – Voucher Section and Loose Inserts

All Vouchers must include an end date for the relevant offer. The end date must either be the duration of The Phone Book (which is twelve months from publication) or a shorter period determined by the advertiser. Where an expiry date is not included, BT is at liberty to insert an expiry date based on the duration of The Phone Book (which is twelve months from publication) without Advertisers' prior approval where necessary.

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For policy guidelines on the inclusion/exclusion of an address for Voucher advertisements, see section 2.1 for more information.

For vouchers that appear within the Voucher Section, the terms and conditions stated on the reverse of the Voucher apply and cannot be altered by the advertiser or any other person(s).

The Phone Book website

For online Vouchers which do not have an end date, then full terms and conditions must be clearly stated.

6.2 Discounts/Promotions

Advertisers are responsible for all aspects and all stages of promotions for their business and must ensure that they are conducted equitably, promptly, and efficiently. Advertisers must deal fairly and honourably with consumers in line with all applicable laws and Codes of Practice.

To ensure accuracy of information, BT will not accept vague or limited discount or promotional offers which are not valid for the full life cycle of The Phone Book in which their advertisement appears. This is currently 12 months. For Online Banners there is an exception; please see section 6.1.

Alternatively if the promotion/discount offer features in the Voucher section of The Phone Book or is supplied as part of a Loose Insert, it must include an end date, as per the Vouchers section 6.1

6.3 Free Offers

BT will accept 'free offer' advertisements provided the offer is genuinely free, and the terms and conditions are clearly stated. Advertisers must ensure that they will be able to fulfil the offer during the time period stated. Free offers must have an end date, and be valid for the full life cycle of The Phone Book in which the advertisement appears. This is currently 12 months with the exception of The Phone Book Vouchers, Loose Inserts and Online Banners (see 6.1 Vouchers).

6.4 Premium Rate Promotions

BT will not accept promotions run by Advertisers in print or online or copy on websites who use Premium Rate Service numbers to get a response and generate revenue.

6.5 Utilities Savings*

A savings claim should not exaggerate the availability or extent of benefits likely to be attained by consumers. It should be qualified, where necessary, to refer to the conditions that affect it.

BT will not accept a claim that states or implies that all consumers will save money for example, 'savings on gas', even if the claim is qualified, for example, 'available only to consumers with average consumption' elsewhere in the advertisement.

Advertisers in print or online or copy on websites making savings claims against their previous prices should state in the body copy whether a significant proportion of the saving derives not from cheaper fuel but from some other factor, for example, changes in the method of payment or level of applicable VAT. A footnote can be used to provide a full qualification.

Unless addressed exclusively to the trade, quoted prices, including those relating to unit rates and standing charges, should include payable VAT.

The Classifications Policy A-Z

INTRODUCTION

To help you find the information you need as quickly and easily as possible, we have divided some Classifications into subheadings where appropriate. The subheadings are:

Definition:	this describes categories/professions covered by the Classification
Regulations:	this includes rulings and advice from legal or professional groups, societies or organisations relevant to the Classification
Requirements:	this gives specific instructions and guidelines as to what must, and what must not, appear in an advertisement under the Classification.

Many Classification categories/professions require specific qualifications, certificates or registration with the relevant regulatory body as detailed below.

ACCIDENT CLAIM EXPERTS

Regulations: There are no regulations governing who can advertise under this Classification, but solicitors who do so must be registered with, and are subject to regulation by, the Law Society.

ACCOUNTANTS

Regulations: Chartered Institute of Management Accountants (CIMA) guidelines state that subject to any local statutory or regulatory requirements, members may advertise their services in such an appropriate and dignified manner that will not discredit the Institute or the profession.

Requirements:

- An advertisement in print or online or copy on websites should be factual, not likely to mislead or contain explicit or implicit criticisms of the professional services of others.
- It may include a list of the services available and the name, designatory letters and description of the member, or the name and description of a firm or company of consultants.
- It may state the basis on which fees are calculated or offer a free consultation at which level of fees will be discussed, but should not quote fees or make comparisons.
- It should conform to the standards currently set by legal and regulatory authorities, particularly those responsible for ensuring advertising standards.

ACUPUNCTURISTS

Regulations: There is no statutory regulatory system in the UK governing the practice of acupuncture; anyone can offer treatment without professional training.

The British Acupuncture Council (BACc) represents professional Acupuncturists who have an extensive training of at least three years full-time or the parttime equivalent in acupuncture and the biomedical sciences appropriate to the practice of this therapy.

ADOPTION AND FOSTERING

Regulations: ENGLAND: The Commission for Social Care Inspection (CSCI) regulates adoption and fostering in England.

Section 58 of the Adoption Act 1976 provides restrictions to advertising in relation to Adoption Agencies which are classified as Local Authorities, and registered Adoption Agencies. The Adoption Act states that people other than Adoption Agencies are not allowed to advertise that they are able to make arrangements for adoption, or for any parent who wants to have a child adopted or wants to adopt a child.

The Children Act 1989 states that: "No advertisement indicating that an Agency will undertake, or will arrange for, a child to be privately fostered shall be published, unless it states that Agency's name and address."

WALES: The Welsh Assembly Government writes Regulations and National Minimum Standards for services which are regulated on behalf of the Welsh Assembly Government by the Care Standards Inspectorate Wales (CSIW). Independent and Voluntary sector agencies advertising under the 'Adoption and Fostering' Classification must be registered with CSIW if based in Wales. Local Authority providers are not required to be registered with CSIW although they are inspected.

SCOTLAND: The Scottish Commission for the Regulation of Care regulates adoption and fostering services in Scotland.

A person or authority, making arrangements for or in connection with the adoption or fostering of children in Scotland, must be registered with the Scottish Commission for the Regulation of Care.

A person who provides an adoption or fostering service must be a voluntary organisation.

N. IRELAND: From 1st April 2005, Adoption Agencies in Northern Ireland are required to be registered with the Health and Personal Social Services (HPSS).

Requirements: Businesses/individuals advertising under the 'Adoption and Fostering' Classification requiring registration must be registered with CSCI, CSIW, The Scottish Commission for the Regulation of Care or the HPSS. The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

AERIAL INSTALLERS

Regulations: The Confederation of Aerial Industries (CAI) is the recognised body for the aerial and satellite industry.

The Registered Digital Installers Licensing Body (RDI-LB) is the UK's only official body to register licensed digital aerial and TV systems installers. It is an offence to imply or falsely claim membership of the RDI scheme. Equally, using the 'digital tick' logo without a licence is fraudulent and a criminal matter.

Requirements: All Advertisers wishing to promote an affiliation with the CAI must ensure that they are a bona fide CAI Member.

Installers wishing to advertise using the digital logo must be RDI qualified. All RDI installers carry a photo ID card with a unique identity number, which must feature on the Order for directory advertising form, along with the Registered Professional Body/Association.

ALCOHOL DELIVERY SERVICES

See section 5.1 of the General Advertising Policy and Guidelines.

ALCOHOL HELP AND ADVICE

See Counselling and Advice.

ANIMAL BY-PRODUCTS

Regulations: The Department for Environment Food and Rural Affairs (DEFRA) is the regulatory body for matters pertaining to animal by-products.

Requirements: Businesses/individuals advertising animal by-products must be registered with DEFRA. This is also a requirement for all persons collecting, receiving or using animal by-products for the following purposes:

- Knackers yards
- Feeding to recognised packs of hounds, zoo or circus animals, animals farmed for their fur, or maggots farmed for fish bait
- The manufacture of pet foods
- Use in technical or pharmaceutical products

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

ARC AND GAS WELDING EQUIPMENT

See Gas Installers.

ARCHITECTS

Regulations: Under the terms of the Architects Act 1997, it is against the law for Advertisers in print or online or copy on websites to use the term 'Architect', unless they are fully qualified and additionally registered with the ARB (Architects Registration Board).

The law only relates to the use of the word Architect. The word Architectural is not covered by the law, so Advertisers in print or online or copy on websites using the terms Architectural Consultant, Architectural Designer or Architectural Technician etc, are not necessarily qualified as an Architect. Advertisers in print or online or copy on websites who are not qualified and registered as an 'Architect' are not eligible to advertise under the heading of 'Architect'. Advertisements in print or online should instead appear under a different Classification, such as 'Architectural Services and Technicians'.

Requirements: All Businesses/individuals purchasing advertisements in print or online or copy on websites within the Architects Classification MUST be asked if they have the necessary qualifications and are registered with the ARB. If the business does not comply, then advertisements in print or online or copy on websites MUST be rejected.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

ARCHITECTURAL SERVICES AND TECHNICIANS

See Architectural Technologists.

ARCHITECTURAL TECHNOLOGISTS

Regulations: The word 'Architectural' is not protected by the law, so any Advertisers in print or online or copy on websites can use the term Architectural Technologist.

Requirements: Advertisers in print or online or copy on websites claiming to belong to the British Institute of Architectural Technologists must be appropriately qualified and registered.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

ASBESTOS REMOVAL

Regulations: Businesses/individuals must be licensed with the Health and Safety Executive (HSE).

Requirements: Advertisers in print or online or copy on websites under the 'Asbestos Removal' Classification must be licensed with the Health and Safety Executive (HSE). Advertisements in print or online or copy on websites must include the HSE licence number. The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

ASBESTOS SERVICES

See Asbestos Removal.

ASTROLOGERS, CLAIRVOYANTS AND PALMISTS*

Requirements: Advertisers in print or online or copy on websites of services that involve the prediction of the future, or the promise to make specific dreams come true, must be neither misleading nor likely to exploit vulnerable people. Claims that services will successfully solve all problems, break curses, banish evil spirits, improve health, wealth, love life, happiness or other circumstances should be avoided as they are likely to be impossible to prove.

* See Page 80 for more information

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The word 'help' should be replaced with 'advice,' with the emphasis on the individual helping him or herself rather than events or changes resulting from some external force. References to healing should relate to the spiritual rather than the physical.

Advertisers in print or online or copy on websites must not state or imply that they have personal information or knowledge about recipients of direct marketing, e.g., "I see a major change or a move for you and possibly someone close to you." They should not imply that they send personalised readings to recipients if the same, or a substantially similar, report is sent to everyone who requests a reading. Advertisers in print or online or copy on websites must not make claims relating to the accuracy of their readings or claim that results are 'guaranteed' unless they are able to provide evidence as proof. Testimonials and newspaper articles alone are not sufficient to substantiate claims.

BABY SITTING AND CHILD MINDING

Definition: ENGLAND: The Ofsted definition of a childminder is 'A person who looks after one or more children under the age of eight for more than a total of two hours a day on domestic premises (other than the child's own home) for financial reward. Domestic premises normally mean your home. Reward can be money or payment in kind'.

WALES: Child minding is defined as 'looking after one or more children on domestic premises (other than the child's own home) for reward, where the total period spent looking after children in any one day exceeds two hours'.

SCOTLAND: The Regulation of Care (Scotland) Act 2001 defines childminding as 'looking after one or more children on domestic premises (other than the child's own home) for reward'.

N. IRELAND: Childminding is defined as 'looking after one or more children under the age of twelve for reward, where the total period spent looking after children in any day exceeds two hours'.

Regulations: ENGLAND: All Child Minders and Day-care Providers as defined by Ofsted must be registered with the Office for Standards in Education (Ofsted) if they care for children under eight years old. The Children Act requires Childcare Providers to meet 14 National Standards for Childminding, which are set out in the Care Standards Act 2000.

Child Minders of children eight years old and above do not need to be registered with Ofsted. Also, Babysitters do not require Ofsted registration.

WALES: The Welsh Assembly Government writes Regulations and National Minimum Standards for services which are regulated on behalf of The Welsh Assembly Government by the Care Standards Inspectorate Wales (CSIW). Babysitters do not require registration.

SCOTLAND: All Child Minders operating in Scotland must be registered with the Scottish Commission for the Regulation of Care if they care for children under sixteen years old and are based in Scotland. Childminders will be inspected against the National Care Standards Early Education and Childcare up to the age of 16 years. Babysitters do not require registration. However, if a parent uses a babysitter through an agency, the agency will be required to be registered with the Care Commission.

N. IRELAND: Childminders operating in N. Ireland are required to register with Health and Social Services (HSS) trusts. Babysitters are not required to be registered.

Requirements: Advertisers in print or online or copy on websites under the 'Baby Sitting and Child Minding' Classification requiring registration must be registered with Ofsted, CSIW, The Scottish Commission for the Regulation of Care or the appropriate HSS trust.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

BANKRUPTCY AND INSOLVENCY PRACTITIONERS

Regulations: Businesses/individuals advertising as Insolvency Practitioners must have at least one 'licensed Insolvency Practitioner' within the firm. Beware of firms that are not insolvency practices, but are in fact Debt Management businesses. They may purport to have a 'licence' which in fact is a 'consumer credit licence.' This is not the same as an 'Insolvency Practitioner's licence.'

Insolvency Practitioners must reveal on request the name of their licensing body. Individual Insolvency Practitioners should be invited to list after their name the letters that show which licensing body he/she is a member of, e.g., Mr Adam Apple ICAEW.

Requirements: A warning statement must be included, see 'Credit Information/ Advertisements in print or online or copy on websites' under section 5 (Products) of the General Guidelines.

BANKS AND FINANCIAL INSTITUTIONS*

Regulations: All advertisements in print or online or copy on websites must follow the Financial Services and Markets Act 2000 and the Financial Services and Markets Act 2000 (Financial Promotion) Order 2001, both enforced by the Financial Services Authority (FSA), as well as other rules and relevant guidance issued by the FSA.

Requirements: Offers of financial products should be set out so that they are easily understood and do not take advantage of consumers' inexperience or credulity. Advertisements in print or online or copy on websites should state the nature of the contract offered, any limitations, expenses, penalties and charges, and the terms of withdrawal. Alternatively, if an advertisement is short or general in its content, free explanatory material giving full details of the offer should be readily available before a binding contract is entered into.

Advertisements in print or online or copy on websites should make clear that the value of investments is variable and, unless guaranteed, can go down as well as up. If the value of the investment is guaranteed, details should be included in the advertisement. All information, including any financial details, must remain valid for the full life-cycle of the BT Exchanges Directory in which the advertisement appears, currently 12 months. Advertisements in print or online or copy on website must make clear that past performance or experience is not necessarily a guide for the future. Any examples used should be representative.

A warning statement must be included, see 'Credit Information/ Advertisements in print or online or copy on websites' under section 5 (Products) of the General Guidelines.

For advertisements in print or online or copy on websites containing mortgage information see the Mortgages Classification Guidelines.

BEAUTY SALONS AND CONSULTANTS*

Requirements: Claims that relate to a product's effects, whether direct, implied, visual or in the form of testimonials or endorsements, must be representative and supportable.

It must not be claimed that products can: eliminate, or reduce in the long term, the superficial signs of ageing; rejuvenate, restore, restructure or rebuild the skin, face or body; bring about as marked a change as is possible from undergoing cosmetic surgery ('non-surgical facelift' and 'facelift without surgery' are unacceptable claims); facilitate weight loss or inch loss; reduce fat; or improve the complexion.

The ASA does recognise that some cosmetic products can help to give skin a more youthful appearance by temporarily reducing the appearance of fine lines and wrinkles, and similar claims for "fillers" such as Collagen, Restylane and Perlane, that can be injected under the skin, are also acceptable. Advertisers can advertise using the term "cosmetic fillers" or "injected fillers", unless Botox is the only product offered (see 5.3 Botox for more information). Advertisements may refer to fillers as being capable of temporarily reducing the appearance of fine lines and wrinkles.

BOARDING KENNELS

Regulations: All catteries and boarding kennels must be licensed by the Local Council, guided by The Animal Boarding Establishments Act 1963.

Requirements: Businesses/individuals advertising under the 'Boarding Kennels' Classification must have a licence from their Local Council. No advertisement should mislead by inaccuracy, ambiguity, exaggeration, omission or otherwise.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

BODY-PIERCING

Regulations: There are no guidelines and no legal requirements for a Body-piercing Practitioner to be registered. However if ear-piercing is offered the Practitioner must be registered with the Local Council.

BOOKMAKERS

Requirements: Advertisements in print or online or copy on websites should only include the name, address and telephone numbers of the business, and the words 'turf accountant', 'commission agent' or 'bookmaker.' The advertisement must not include the words 'licensed betting office.'

BOTTLED GAS AND EQUIPMENT

See Gas Installers.

BUILDING SOCIETIES

Regulations: All advertisements in print or online or copy on websites must follow the Financial Services and Markets Act 2000 and the Financial Services and Markets Act 2000 (Financial Promotion) Order 2001, both enforced by the Financial Services Authority (FSA), as well as other rules and relevant guidance issued by the FSA.

Section 107(1) of the Building Societies Act 1986 prohibits any person (including business organisations) carrying on business in the UK from holding himself out so as to indicate that he is a building society. Section 107(11) makes it a criminal offence to contravene subsection (1).

Requirements: Advertisers in print or online or copy on websites who are not building societies are not allowed to advertise under this heading. Offers of financial products should be set out so they are easily understood and do not take advantage of consumers' inexperience or credulity.

Advertisements in print or online or copy on websites should state the nature of the contract offered, any limitations, expenses, penalties and charges, and the terms of withdrawal. Alternatively, if an advertisement is short or general in its content, free explanatory material giving full details of the offer should be readily available before a binding contract is entered into. Advertisements in print or online should make clear that the value of investments is variable and, unless guaranteed, can go down as well as up. If the value of the investment is guaranteed, details should be included in the advertisement. All information, including any financial details, must remain valid for the full life-cycle of BT Exchanges Directory in which the advertisement appears, currently 12 months.

Advertisements in print or online or copy on websites must make clear that past performance or experience is not necessarily a guide for the future. Any examples used should be representative.

A warning statement must be included, see 'Credit Information/ Advertisements in print or online or copy on websites' under section 5 (Products) of the General Guidelines. The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

BUTCHERS

Regulations: The Food Safety (General Food Hygiene) Butchers' Shops Amendment Regulations 2000 came into force on 1 May 2000.

The Regulations introduced a statutory annual licensing scheme for retail butchers' shops and other retail food outlets, including mobile shops and market stalls, handling and selling unwrapped raw meat together with ready-to-eat food from the same premises. Mixed business premises selling a range of goods, such as supermarkets, need a licence where they operate butchery service outlets.

Licensing is subject to satisfactory hygiene conditions being in place, including compliance with existing food hygiene legislation, the operation of documented food safety management controls in line with the principles of the Hazard Analysis Critical Control Points approach, and enhanced staff hygiene training requirements.

Requirements: Butchers, and other businesses handling and selling unwrapped raw meat, must have a licence with the local food authority as per the regulations stated above.

The Registered Professional Body / Association and Registration Number must feature on the Order for directory advertising form.

BUTCHERS' SUPPLIES

See Butchers.

The Classifications Policy A-Z

BUTCHERS' WHOLESALERS

See Butchers.

CAR AND COMMERCIAL VEHICLE DISMANTLERS

Regulations: EU legislation classifies 'End of Life Vehicles' (ELVs) as 'hazardous waste,' and their disposal must be licensed in accordance with wastemanagement legislation. Although this legislation does not prevent non-registered car dismantlers from advertising, it is in their interest to state that they are registered. BT will accept terms such as 'fully licensed' or 'holders of a waste management licence.'

CATTERIES

See Boarding Kennels.

CHEMISTS – WHOLESALE

Regulations: Wholesalers of pharmaceutical products must be licensed by the Medicines and Healthcare Products Regulatory Agency (MHRA) and must also comply with guidelines in the EU Directive 94/C63/03 for good distribution practise of medicinal products for human use.

Every site from which a wholesaler operates must also be registered. Premises are inspected periodically.

Requirements: Businesses/individuals advertising under the 'Chemists – Wholesale' Classification must have an MHRA licence. The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

CHEQUE ENCASHMENT

Regulations: Under The Money Laundering Regulations 2001, Money Service Businesses (bureau de change, cheque cashers, and money transmission agents) must be registered with HM Customs and Excise.

The British Cheque Cashers Association (BCCA) is the voluntary trade association representing some 350 businesses who offer cheque cashing services through more than 1000 outlets.

Requirements: Businesses/individuals advertising under the 'Cheque Encashment' Classification must be registered with HM Customs and Excise. However, Advertisers in print or online or copy on websites do not have to state if they are registered or members of the BCCA in advertisements in print or online or copy on websites.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

CHILDCARE SERVICES

See 'Babysitting and Childminding', 'Nurseries – Children's Day Care' and 'Playgroups'.

CHILDREN'S HOMES

Regulations:

ENGLAND: The Commission for Social Care Inspection (CSCI) is the independent inspectorate for all social care services in England.

WALES: The Welsh Assembly Government writes Regulations and National Minimum Standards for these services which are regulated on behalf of The Welsh Assembly Government by the Care Standards Inspectorate Wales (CSIW).

SCOTLAND: The Scottish Commission for the Regulation of Care regulates Children's Homes in Scotland.

N. IRELAND: From 1st April 2005, Children's Homes in Northern Ireland are required to be registered with the Health and Personal Social Services (HPSS).

Requirements: Advertisers in print or online or copy on websites under the 'Children's Homes' Classification must be registered with the CSCI, CSIW, the Scottish Commission for the Regulation of Care or the HPSS.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

CHIROPODISTS / PODIATRISTS

Definition: Chiropodists and Podiatrists diagnose and treat disorders, diseases and deformities of the feet.

Regulations: Both Chiropodists and Podiatrists must be registered with the Health Professions Council (HPC).

Requirements: Advertisers in print or online or copy on websites under the 'Chiropodists/Podiatrists' Classification must have an HPC registration. Advertisements in print or online or copy on websites must be in accordance with the HPC advertising guidelines. Any advertising in relation to professional activities must be accurate. Any advertisements in print or online or copy on websites must not be misleading, false, unfair or exaggerated. In particular, claims of personal skills, equipment or facilities being better than anyone else's should not be made unless proof that this is true is provided. The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

CHIROPRACTORS

Definition: Chiropractic is a primary healthcare therapy specialising in the diagnosis, treatment and overall management of conditions that are due to mechanical dysfunction of the joints, particularly those of the spine, and their effects on the nervous system.

Regulations: The profession is regulated through the General Chiropractic Council (GCC). It is illegal for Advertisers in print or online or copy on websites to use the term chiropractor directly or by implication (e.g. make reference to qualifications) unless they are registered with the GCC.

Requirements: Advertisers in print or online or copy on websites under the 'Chiropractors' Classification must have GCC registration.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

CLINICS AND MEDICAL CENTRES

Requirements: Advertisements in print or online or copy on websites should only include a name, address and telephone number, together with a brief detail of the services provided. The advertisement may include the words 'abortion advice' and 'approved under the 1967 Abortion Act.'

COCKTAIL BARS

See section 5.1 of the General Advertising Policy and Guidelines.

COMMERCIAL ESTATE AGENTS

See Estate Agents.

COMPLEMENTARY THERAPIES

Regulations: At present, two Complementary and Alternative Medicine (CAM) professions are subject to statutory regulation – Chiropractic and Osteopathy.

The terms Osteopath and Chiropractor are regulated by the General Osteopathic Council (GOsC) and the General Chiropractic Council (GCC) respectively. It is illegal to use the terms osteopath or chiropractor directly or by implication (e.g. make reference to qualifications) without being registered with the appropriate council.

Requirements: Advertisers in print or online or copy on websites under the 'Complementary Therapies' Classification must hold the appropriate registration where required.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

COSMETIC SURGERY*

Definition: The Cosmetic Surgery Interspecialty Committee defines cosmetic surgery as Cosmetic surgery – operations and other procedures that revise or change the appearance, colour, texture, structure or position of bodily features, which most would consider otherwise to be within the broad range of 'normal' for that person.

Doctors who practise surgery and hold Member of the Royal College of Surgeons (MRCS) or Fellow of the Royal College of Surgeons (FRCS) or Associate Fellowship of the Royal College of Surgeons (AFRCS) qualifications, or other countries' equivalents, can be described as Surgeons. Surgeons who have chosen to specialise in plastic surgery can be described as Cosmetic Surgeons.

Requirements: In general, Cosmetic Surgery advertisements in print or online or copy on websites, i.e., those that do not specify the types of surgery they offer or those that mention a wide variety of procedures, should only include the claim 'qualified' and derivatives such as 'highly qualified' or 'fully qualified' if the Surgeons involved:

- Are on the Specialist Register of the General Medical Council in respect of plastic surgery or
- Hold a Certificate of Completion of Specialist Training, CCST, in plastic surgery or
- Hold another country's equivalent or
- Are accredited in plastic surgery in the old system, hold NHS Consultant posts in plastic surgery (excluding Locum Consultant posts) or are eligible for inclusion in the Specialist Register under the transitional arrangement or grandfather clause (which exempts persons already engaged in an activity from rules or legislation affecting that activity).

Advertisers in print or online or copy on websites should not imply that the permanent removal of localised areas of fat will prevent subjects from gaining fat elsewhere, that tattoos can be removed without trace or that surgically replaced hair will last permanently.

COUNSELLING AND ADVICE

Regulations: There are no legal qualifications needed to practise as a Counsellor in the UK, hence anyone can advertise under this Classification.

The British Association for Counselling and Psychotherapy (BACP) publishes The United Kingdom Register of Counsellors (UKRC), a list of registered independent Counsellors/Psychotherapists. However, registration is not required by law.

CREDIT AND FINANCE COMPANIES – PERSONAL

Regulations: Credit and Finance Companies are regulated by the Office of Fair Trading (OFT) and in some cases by the Financial Services Authority (FSA). It is the Advertiser's responsibility to know by whom they are regulated. The Consumer Credit (Advertisements in print or online or copy on websites) Regulations 2004 stipulates rules for advertising. In addition, Advertisers in print or online or copy on websites must ensure compliance with all applicable laws.

Requirements: Every credit advertisement or hire advertisement shall:

- Use plain and intelligible language
- Be easily legible
- Specify the name of the Advertiser

All information including financial details must remain valid during the full life-cycle of BT Directories in which the advertisement appears, currently 12 months.

A warning statement must be included, see 'Credit Information/ Advertisements in print or online or copy on websites' under section 5 (Products) of the General Guidelines.

CREDIT AND FINANCE COMPANIES – TRADE

See Credit and Finance Companies – Personal.

CREDIT CONTROL SERVICES

The Classifications Policy A-Z

See 'Accountants' and 'Credit and Finance Companies – Personal'

CREDIT UNIONS

Regulations: In 2002, the Financial Services Authority (FSA) took on responsibility for the regulation of Credit Unions in England, Scotland, and Wales. Credit Unions are now subject to the requirements of the Financial Services and Markets Act 2000 and FSA Handbook rules.

Requirements: Offers of financial products should be set out so that they are easily understood and do not take advantage of consumers' inexperience or credulity. Advertisements in print or online or copy on websites should state the nature of the contract offered, any limitations, expenses, penalties, and charges, and the terms of withdrawal. Alternatively, if an advertisement is short or general in its content, free explanatory material giving full details of the offer should be readily available before a binding contract is entered into.

Advertisements in print or online or copy on websites should make clear that the value of investments is variable and, unless guaranteed, can go down as well as up. If the value of the investment is guaranteed, details should be included in the advertisement. All information, including any financial details, must remain valid during the full life-cycle of BT Directories in which the advertisement appears, currently 12 months.

Advertisements in print or online or copy on websites must make clear that past performance or experience do not necessarily serve as guides for the future. Any examples used should be representative.

DEBT MANAGEMENT

Regulations: In December 2001, the Office of Fair Trading (OFT) set out minimum standards for the Debt Management industry. All who provide debt management services, whether they charge a fee or not, must be licensed under the Consumer Credit Act 1974.

Requirements: Where a Debt Management agency promotes its services through marketing material or any other medium, the following key principles and guidelines must be observed:

- It should be accurate, clear and not mislead.
- Where warnings or caveats are required they should be given equal prominence to the material they refer to.
- It should not imply debts can be ignored or guarantee a favourable outcome to the consumer in negotiations with the creditors.
- Where guidance requires warnings and caveats, these must be accorded similar prominence to the material in the advertisement which they are intended to qualify.
- Advertising of Debt Management services should not emphasise the 'savings' to be made by rescheduling debts (e.g., by means of a reduction in monthly payments) without making it equally clear that this will usually lead to an increase in the size of the sum to be repaid and that rescheduling the debt may impair the consumers' credit record.
- It should not claim or imply that the Debt Management agency can guarantee an outcome favourable to the consumer in negotiations with creditors.

Where specific 'savings' (e.g., the amount by which outgoings per month can be reduced) are quoted, there must be a similar indication of the likely increase in the total amount of sum to be repaid and/or the period of repayment, and the fee that will be charged.

Where the arrangements with the Debt Management agency will lead to a period in which contractual payments are not made by the consumer (e.g. because the first payment is a deposit or up front fee or because of a delay in distributing payments to creditors), the consumer must be warned of this in the marketing material.

All information, including any financial details, must remain valid for the full life-cycle of BT Directories in which the advertisement appears, currently 12 months.

A warning statement must be included, see 'Credit Information/Advertisements in print or online or copy on websites' under section 5 (Products) of the General Guidelines.

DEMOLITION

Regulations: The Control of Explosives Regulations 1991 requires anyone who acquires or keeps explosives to hold an explosives certificate issued by the Chief Officer of Police. Demolition businesses which provide technical advice or take down structures by hand do not need an explosives certificate.

Requirements: Advertisers in print or online or copy on websites must have the relevant certificate where appropriate. The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

DENTAL TECHNICIANS

See Dentists.

DENTISTS

Regulations: The General Dental Council (GDC) is the regulatory body of the dental profession. It registers all qualified Dentists, enrolls Dental Hygienists and Dental Therapists, and provides them with a licence to practise in the UK.

Under the Dentists Act 1984, section 38, it is a criminal offence for any person who is not a registered Dentist, visiting European Economic Area (EEA) practitioner, or registered medical practitioner to practise or claim to be practising or being prepared to practise dentistry.

Requirements: Businesses/Individuals advertising under the 'Dentists' Classification must be registered with the GDC. The Registered Professional Body/

Association and Registration Number must feature on the Order for directory advertising form.

DERMATOLOGISTS

Definition: Dermatology is the branch of medicine that is concerned with the physiology and pathology of the skin. A dermatologist is a medically qualified doctor who has chosen to spend several years training specifically in dermatology.

Regulations: Specialist dermatologists are consultants that must be registered with the General Medical Council on the GMC Specialist Register. Entry onto the Specialist Register is dependent on completion of recognised training within the UK or Ireland or upon recognition of an equivalent level of training obtained in another country. The Specialist Register can be checked on the General Medical Council website.

Requirements: Businesses/individuals advertising under the 'Dermatologists' Classification must be on the GMC Specialist Register with the General Medical Council.

Businesses/individuals advertising under the 'Dermatologists' Classification must be on the GMC Specialist Register with the General Medical Council.

DIETING AND WEIGHT CONTROL*

Regulations: Code of Advertising Practice (CAP) and Department of Health guidelines should be followed.

Prescription-only slimming products should not be advertised to the general public.

Requirements: General claims that precise amounts of weight can be lost within a stated period or that weight can be lost from specific parts of the body are not allowed.

Claims that individuals have lost exact amounts of weight should be compatible with good medical and nutritional practise and should give details of the time period involved. Testimonials and other claims in advertisements in print or online or copy on websites for proven products should not normally claim more than 2lbs/week weight loss.

Advertisers in print or online or copy on websites should hold scientific evidence to support all their claims. Testimonials alone are not sufficient to prove that a slimming product or method works.

Advertisements in print or online or copy on websites for unproven weight loss products should not include any direct or implied efficacy claims. If the name of the product implies efficacy (e.g. 'Fat Buster', 'Sleep and Slim') a disclaimer must be added stating that the product has not been proven to aid weight loss.

Claims that products can, for example, boost metabolism, inhibit dietary fat absorption, melt fat, soak up fat, break down fat, suppress appetite, block fat etc., are almost always unproven and are likely to break advertising regulations.

Advertisements in print or online or copy on websites for diet aids (e.g. Herbalife – a meal replacement product) should make clear how they work and prominence should be given to the role of the diet. Advertisers in print or online or copy on websites should not give the impression that, by following their advertised method, dieters cannot fail.

There is no evidence that products containing the following can assist in weight loss so it must not be claimed they can do so: Aminopyline, CitrusAurantia, Chitosan, Chromium Picolinate, CLA, Garcinia Cambogia, Guarana Extract, L-Carnitine, Lecithin, Ribose.

Advertisers in print or online or copy on websites should not give the impression that, by following their method or using their product, dieters can eat as much as they want and still lose weight. Combining a diet with an unproven weight loss method does not justify slimming claims for the method.

Advertisements in print or online or copy on websites should not feature people who were/are obese and should not target obese people. Advertisers in print or online or copy on websites cannot claim that a treatment can specifically target 'cellulite.' Advertisements in print or online or copy on websites for treatment involving Endermologie can claim that it may "temporarily reduce the appearance of cellulite." However claims that the treatment "can smooth away, reduce, eliminate or remove cellulite" are unacceptable.

DIRECTORY ENQUIRY SERVICES

Regulations: The Independent Committee for the Supervision of Standards of Telephone Information Services (ICTIS) Code of Practice provides guidelines for advertising.

Requirements: The PhonepayPlus Code of Practice states that Advertisers in print or online or copy on websites must clearly include call charges within their advertisements in print or online or copy on websites. They should quote the price per minute, inclusive of VAT, or the total maximum cost of the call. The prices quoted should be relevant to the majority of callers, and if necessary, the network they apply to should be cited.

Advertisers in print or online or copy on websites should also include the warning "rates may be subject to change" or a statement that explains the details are correct at the time of going to press (with the publication month and year quoted). For example, the following statement would be acceptable under PhonepayPlus guidelines: "Calls cost Xp per minute at cheap rate, Yp per minute at all other times. Prices apply from BT landlines, other networks' charges may vary. (Rates may be subject to change, correct on date of publication, August 2003.)"

BT will accept advertisements in print or online or copy on websites that include premium rate and directory enquiry (118xxx) numbers, but they may be affected by PhonepayPlus rules.

DISABLED ACCESS TAXIS

* See Page 80 for more information

See Taxis and Private Hire Vehicles.

DOCTORS AND MEDICAL PRACTITIONERS

Regulations: Doctors and Medical Practitioners must have a recognised medical qualification and be registered with the General Medical Council (GMC) to practise medicine in the UK. The revalidation requirement, which comes into effect from 2005, states that doctors must demonstrate that they remain fit to practise.

Nurses, Midwives, and Health Visitors must be registered with the Nursing and Midwifery Council (NMC) to work in the UK.

Requirements: Businesses/individuals advertising under the 'Doctors and Medical Practitioners' Classification must be registered with the GMC or the NMC.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

DRIVING SCHOOLS – ADVANCED

See Driving Schools – Car.

DRIVING SCHOOLS – CAR*

Regulations: There are no rules governing the advertising of Driving Schools offering driving lessons.

Requirements: Businesses/individuals advertising training courses to become a Driving Instructor must state that a fee is payable for the course. Also, unless they offer salaried positions, Advertisers in print or online or copy on websites should not state or imply that the income level of successful candidates is secured.

DRIVING SCHOOLS – COMMERCIAL

See Driving Schools – Car.

ELECTRICIANS – COMMERCIAL AND INDUSTRIAL

See Electricians – Domestic.

ELECTRICIANS – DOMESTIC

Regulations: Firms registered with The Part P Competent Person Scheme are electrical installers who have been approved to self-certify that their work complies with the Building Regulations.

Requirements: Part P does not have a standardised statement for use by Part P registered contractors in telephone directories. However Part P advises that only contractors registered can use the Part P logo as it is downloaded from the website which is password protected. Individual Advertisers in print or online or copy on websites must therefore provide the Part P logo to BT Directories at time of placing the Order.

The registered Professional Body / Association and Registration Number must feature on the Order for directory advertising form.

ELECTROLYSIS*

Regulations: Premises and people carrying out electrolysis must be registered separately with their Local Council under the Local Government (Miscellaneous Provisions) Act 1982.

Requirements: The following wording must be noted:

Needle electrolysis	"permanent" – acceptable claim "painless" – unacceptable claim
Tweezer	"after a reasonable number of treatments, some hairs can be removed permanently" – acceptable claim "painless" – unacceptable claim

EMPLOYMENT AGENCIES*

Requirements: Advertisements in print or online or copy on websites within this Classification must clearly state that they are an employment agency, either in their trading name and contact details or within the Ad content.

ENDOWMENT COMPENSATION

Definition: Endowment compensation is undertaken by Claims Management Companies, who facilitate the handling of consumers' complaints for a fee – usually a significant percentage of any compensation awarded to the consumer.

Regulations: Handling of compensation claims is not regulated at this time.

EQUESTRIAN CENTRES

Definition: The term 'Riding Establishment' refers to a business which keeps horses which are let out on hire for riding, or for use in providing instruction in riding for payment, or both.

Regulations: The Riding Establishments Act 1964 forbids the keeping of a riding establishment without the authority of a licence issued by the Local Council.

Requirements: Businesses/Individuals advertising under the 'Equestrian Centres' Classification must be licensed by the Local Council unless no instruction is given or the horses are not available for hire.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

EQUINE DENTISTRY

Definition: An Equine Dental Technician (EDT) is the name given to a lay person who is performing equine dentistry. The term 'dentist' ('horse dentist', 'equine dentist', etc.) should not be used as it is strictly for use only by human dentists, i.e. those with a human dentistry university degree qualification.

Regulations: There are increasing numbers of properly qualified EDT's throughout the country, however there are still many unqualified persons practising equine dentistry to a variety of standards. The BAEDT (British Association of Equine Dental Technicians) has a list of members who have passed the joint BAEDT/BEVA examination and who keep their membership up to date. The list can be found at www.equinedentistry.org.uk.

Requirements: There are no current requirements for Equine Dental Technicians to be registered with the BAEDT.

EQUITY RELEASE SERVICES

Regulations: Any firm selling or offering advice about investments, such as annuities that may form part of an equity release scheme must be authorised by the Financial Services Authority (FSA).

Requirements: Advertisers in print or online or copy on websites under the 'Equity Release Services' Classification, selling or offering advice about investments must be authorised with the FSA.

For advertisements in print or online or copy on websites containing mortgage information see the Mortgages Classification Guidelines.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

ESTATE AGENTS

Regulations: All Estate Agents are bound by the Estate Agents Act 1979, whether or not they are registered with a governing body such as the National Association of Estate Agents (NAEA) or the Ombudsman for Estate Agents (OEA).

Requirements: An Estate Agent does not have to be registered to practise or advertise.

FAMILY PLANNING AND FERTILITY CLINICS

Requirements: Advertisements in print or online or copy on websites from Family Planning Centres must include only a name, address, telephone number, and brief details of the service available e.g., 'contraception advice and supplies.'

FARRIERS

Regulations: The Farriers Registration Council registers persons engaged in farriery and the shoeing of horses and helps prohibit the shoeing of horses by unqualified persons. It is a criminal offence for any person to shoe a horse (including his/her own) or otherwise engage in farriery in Great Britain (excluding the Highlands and Islands of Scotland), if not on the Register of Farriers. To do so may render that person liable to prosecution.

Requirements: Businesses/individuals advertising under the 'Farriers' Classification must be registered with the FRC.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

FINANCIAL SERVICES

Regulations: In 2002, the Financial Services Authority (FSA) took on responsibility for the regulation of financial services in England, Scotland, and Wales. The FSA Register is a public record of financial services firms, individuals and other bodies which fall under its regulatory jurisdiction as defined in the Financial Services & Markets Act 2000 (FSMA). Any Advertiser carrying out a regulated activity as defined in the Financial Services and Markets Act 2000 needs to be registered with the FSA.

Requirements: Businesses/individuals carrying out regulated activities that require registration with the FSA must be registered to advertise.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

FIREWORK DISPLAY SERVICES

See Firework Manufacturers.

FIREWORK MANUFACTURERS

Regulations: The making and dismantling of fireworks can only be carried out at a site licensed under the Explosives Act 1875 by the Health and Safety Executive.

To store fireworks (except for private use), the premises must be registered with the Local Council.

Requirements: Businesses/individuals advertising under the 'Firework Manufacturers' Classification must have the appropriate license or registration.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

FIREWORK RETAILERS

See Firework Manufacturers.

FIRST AID SUPPLIES

The Classifications Policy A-Z

See Medical advertisements in print or online or copy on websites (General Advertising Policy & Guidelines, 4.1).

GAS APPLIANCES

Requirements: There are no regulations or requirements relating to selling gas appliances. However Advertisers in print or online or copy on websites carrying out work on gas fittings or appliances must be registered with Gas Safe Register. See the Gas Installers heading for more information.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

GAS COMPANIES

See Gas Installers.

GAS CONTROL EQUIPMENT

Requirements: There are no regulations or requirements relating to selling gas appliances. However Advertisers in print or online or copy on websites carrying out work on gas fittings or appliances must be registered with Gas Safe Register. See the Gas Installers heading for more information.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

GAS HEATING ENGINEERS

See Gas Installers.

GAS HEATING EQUIPMENT

Requirements: There are no regulations or requirements relating to selling gas appliances. However Advertisers in print or online or copy on websites carrying out work on gas fittings or appliances must be registered with Gas Safe Register. See the Gas Installers heading for more information.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

GAS INSTALLERS

Regulations: Gas Safe Register is the National Watchdog for gas safety in the UK from 1 April 2009. The Gas Safety (Installation and Use) Regulations 1998 places specific responsibilities on gas users, installers, suppliers and landlords. It is illegal for people to work with gas unless they are registered with Gas Safe Register.

To sell gas appliances the seller does not have to be registered with Gas Safe Register unless the Advertiser also carries out work on gas fittings or appliances.

Requirements: Gas Safe Register does not have a standardised statement for use by Gas Safe registered installers in telephone directories. However Gas Safe Register requests that alongside any reference to Gas Safe registration, the Gas Safe registration number is included in order to allow consumers to check the details before choosing to employ the services of the Installer.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

The CORGI gas register in Great Britain will end on 31 March 2009. It is law that anyone carrying out gas work that is within the scope of the Regulations is on the Gas Safe Register from 1 April 2009.

GUN SHOPS AND GUNSMITHS

Regulations: Under the Firearms Act 1968, all persons engaged by way of trade or business in the manufacture, sale or transfer of firearms, ammunition or shotguns must be registered as Firearms Dealers with the Police Force in their area. Also included are persons engaged in the repair, testing or proving of such firearms or ammunition.

Retail outlets such as Agricultural Merchants or Fishing Tackle Shops which sell air weapons or shot gun cartridges do not need to be registered.

Requirements: Advertisers in print or online or copy on websites must have the relevant registration from their local Police Force.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

HAIR CONSULTANTS*

Regulations: Hair transplant operations must be under the direct supervision of a registered Medical Practitioner.

Requirements: Advertisements in print or online or copy on websites may give an indication of the general nature of the services provided, but they must not mention specific conditions they treat, or any effect they claim the treatments may have.

The only marketed product that has been proven to retard hair loss in some men is a medicine called Regaine (active ingredient: Minoxidil) which is available from pharmacies. Advertisements in print or online or copy on websites offering it by mail order are not allowed. No other product should claim to retard hair loss or promote hair regrowth.

HEARING AID MANUFACTURERS AND SUPPLIERS

Regulations: All Businesses/individuals must follow The Hearing Aid Council (HAC) Code of Trade Practice.

Requirements: Businesses advertising under the 'Hearing Aid Manufacturers and Suppliers' Classification must be registered with the HAC.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

HERBALISTS

Regulations: There is no statutory regulatory system in the UK governing the practise of Herbalists. This means that anyone can offer these services to the public without any professional training.

HOSPITAL AND MEDICAL EQUIPMENT

See Medical advertisements in print or online or copy on websites (General Advertising Policy & Guidelines, 4.1).

HYPNOTHERAPISTS*

Regulations: There is no legislation in the UK that regulates the training and qualification of Hypnotherapy Practitioners.

The increase in acceptance by the public and the NHS of complementary therapies has led to a huge increase in the number of people claiming to give adequate training, but much of this training is sub-standard.

Requirements: Claims of success rates for quitting smoking should always be followed immediately by an explanation of how the figure was obtained. Claims referring to the acceptance of hypnotherapy by doctors should clearly refer to a specific or 'growing' number of doctors rather than to the medical profession as a whole. Advertisers in print or online or copy on websites should be in a position to provide evidence to substantiate such a claim. In addition, any references to GP referrals or 'a referral network' should be supported by proof that GPs have referred their patients to the Advertiser rather than expressing an aspiration that they will do so.

Claims that hypnotherapy is "safe" or "safer than nicotine patches" are not acceptable. References to Neuro Linguistic Programming (NLP) should avoid implying that it is a 'new science.' Hypnotherapists should avoid terms such as 'experienced' or the implication that they have been in practice for a number of years if this is not the case. In addition, while Advertisers in print or online or copy on websites who have the Practice Builders teaching course may refer to certification by the American Board of Hypnotherapy, they should avoid terms such as 'International Teaching Institute' which imply that Practice Builders is primarily an educational foundation.

Advertisers in print or online or copy on websites must avoid implying that willpower is unnecessary unless they have evidence to prove this. Claims that quitting is 'easy' or 'guaranteed' must be avoided.

IMMIGRATION ADVICE AND SERVICES

Regulations: All immigration advisers must be registered with the Office of Immigration Services Commissioner (OISC), or be an adviser with an organisation, such as the Citizens Advice Bureau, which is exempt from registration. Anyone who gives immigration advice and is neither registered nor exempt will be committing a criminal offence.

Requirements: Every Advertiser claiming to be an immigration adviser must be registered with the OISC, unless they are an adviser with an exempt organisation, such as the Citizens Advice Bureau.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

INSURANCE

A service that offers financial compensation for something that may or may not happen. Originally the term 'assurance' was generally used for life assurance, but now the two words are interchangeable.

General Insurance covers such products as:

- Insurance for your home (buildings and contents), vehicles, caravans, boats and pets
- Travel insurance
- Private medical, dental and personal accident insurance
- Extended warranty and breakdown insurance
- Legal expenses insurance
- Payment protection for mortgages and other loans

General insurance does not include life assurance and pensions.

Regulations: From 14 January 2005, all insurance businesses must be authorised by, and registered with, the Financial Services Authority (FSA) in order to operate and advertise as such. Advertising must be 'clear, fair and not misleading' as described in 'Insurance: Conduct of Business' (ICOB) under section 3.8.3 of Financial Promotions (FSA guidelines).

The FSA is an independent non-governmental organisation, given legal powers by the Financial Services and Markets Act 2000 to regulate the financial services industry in the UK. The FSA's broad task is to achieve a marketplace that is run in an efficient, orderly and clean manner whilst ensuring that consumers receive a fair deal by being properly informed and appropriately protected. Ultimately, the FSA is all about maintaining confidence in the UK's financial marketplace for the benefit of everyone.

The General Insurance Standards Council (GISC) was a non-statutory body with over 6000 members, including both insurers and intermediaries. They voluntarily abide by GISC rules and codes of conduct. The FSA take over regulatory control over the insurance sector from 14 January 2005 and the GISC ceases to exist. Reference to the General Insurance Standards Council (GISC) must cease in all advertisements in print or online or copy on websites from 15 July 2005.

INSURANCE – CAR AND AUTOMOTIVE

Definition: 'Automotive' by definition means 'relating to, or concerned with motor vehicles'. Therefore, this Classification includes insurance products for car, caravan, motor, motorcycle or other vehicle types.

The Classifications Policy A-Z

Regulations: See regulations under 'Insurance'.

Requirements: Businesses advertising within this Classification MUST be authorised by and registered with the FSA. 'Automotive' insurance MUST be the PROMINENT insurance product shown within the advertisement.

Reference to the General Insurance Standards Council (GISC) must cease in all advertisements in print or online or copy on websites from 15 July 2005.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

INSURANCE – COMMERCIAL

Definition: 'Commercial' insurance includes products for insuring business premises, commercial vehicles, business liability and other commercial activity.

Regulations: See regulations under 'Insurance'.

Requirements: Businesses advertising within this Classification MUST be authorised by and registered with the FSA.

'Commercial' insurance MUST be the PROMINENT insurance product shown within the advertisement.

Reference to the General Insurance Standards Council (GISC) must cease in all advertisements in print or online or copy on websites from 15 July 2005.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

INSURANCE – COMPANIES

Definition: An insurance company (or 'insurer' or 'underwriter') is the business that takes on the risks in the insurance policy it sells in return for the payment of premiums. Companies may be 'mutual' (owned by the policyholders) or 'proprietary' (owned by stakeholders).

Regulations: See regulations under 'Insurance'.

Requirements: Businesses advertising within this Classification MUST be authorised by and registered with the FSA.

Only companies that provide insurance products (as per the definition) may advertise in this Classification.

Reference to the General Insurance Standards Council (GISC) must cease in all advertisements in print or online or copy on websites from 15 July 2005.

INSURANCE – HEALTH

Definition: Terminology may include 'health', 'medical', 'private medical', etc.

Regulations: See regulations under 'Insurance'.

Requirements: Businesses advertising within this Classification MUST be authorised by and registered with the FSA.

'Health' insurance MUST be the PROMINENT insurance product shown within the advertisement.

Reference to the General Insurance Standards Council (GISC) must cease in all advertisements in print or online or copy on websites from 15 July 2005.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

INSURANCE – HOUSEHOLD

Definition: This Classification is for all household related insurance products, which may include buildings, contents, home or other property related insurance (for example flats, holiday homes, let properties, thatched and listed properties, etc.).

Regulations: See regulations under 'Insurance'.

Requirements: Businesses advertising within this Classification MUST be authorised by and registered with the FSA.

'Household' insurance MUST be the PROMINENT insurance product shown within the advertisement.

Reference to the General Insurance Standards Council (GISC) must cease in all advertisements in print or online or copy on websites from 15 July 2005.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

INSURANCE – INTERMEDIARIES

Definition: An 'intermediary' is a person or organisation that does not offer their own products, but advises on or sells products from product providers such as insurance or investment firms.

Regulations: See regulations under 'Insurance'.

Requirements: Businesses advertising within this Classification MUST be authorised by and registered with the FSA as an Intermediary.

Only businesses that carry out insurance mediation activities (as per the definition) can advertise within this Classification.

Reference to the General Insurance Standards Council (GISC) must cease in all advertisements in print or online from or copy on websites 15 July 2005.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

INSURANCE – OTHER

Definition: Alternative insurance products may be advertised within this Classification. Examples of such insurance products are bicycle, boat, dental, life, marine and pet insurance.

Regulations: See regulations under 'Insurance'.

Requirements: Businesses advertising within this Classification MUST be authorised by and registered with the FSA.

Reference to the General Insurance Standards Council (GISC) must cease in all advertisements in print or online or copy on websites from 15 July 2005.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

INSURANCE – PET

Definition: 'Pet' insurance includes products related to the insuring of pets and animals.

Regulations: See regulations under 'Insurance'.

Requirements: Businesses advertising within this Classification MUST be authorised by and registered with the FSA.

'Pet' insurance MUST be the PROMINENT insurance product shown within the advertisement.

Reference to the General Standards Insurance Council (GISC) must cease in all advertisements in print or online or copy on websites from 15 July 2005.

The Registered Professional Body / Association and Registration Number must feature on the Order for directory advertising form.

INSURANCE – SERVICES

Definition: Businesses advertising within this Classification typically undertake administration and assessing activities. No insurance products are to be advertised within this Classification.

Regulations: See regulations under 'Insurance'.

Requirements: Businesses in this Classification do not sell insurance products or carry out mediation activities and therefore do not need to be authorised by or registered with the FSA.

Reference to the General Insurance Standards Council (GISC) must cease in all advertisements in print or online or copy on websites from 15 July 2005.

INSURANCE – TRAVEL

Definition: All types of 'travel' insurance are included within this Classification, including specialist insurance products such as winter sports, backpacking, single or multi trip, etc.

Regulations: See regulations under 'Insurance'.

Requirements: Businesses advertising within this Classification MUST be authorised by and registered with the FSA.

'Travel' insurance MUST be the PROMINENT insurance product shown within the advertisement.

Reference to the General Insurance Standards Council (GISC) must cease in all advertisements in print or online or copy on websites from 15 July 2005.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

KISSOGRAMS

Requirements: Adverts must not cause grave or widespread offence and must not include any photographs of people.

LASER EYE SURGERY

Regulations: Doctors performing laser eye surgery must be registered with the General Medical Council (GMC). There are no specific qualifications in laser eye surgery and any Doctor employed by a refractive surgery chain can operate after a laser surgery course of just a few days.

Laser treatments must only be given in premises that are registered with the Healthcare Commission. It is an offence under the Care Standards Act 2000 Part II Section 11(1) to carry on or manage such a service without first being registered to do so. Failure to apply for registration could render Advertisers in print or online or copy on websites liable to prosecution.

Requirements: Advertisers in print or online or copy on websites under the 'Laser Eye Surgery' Classification must be appropriately registered.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

LIFE ASSURANCE AND PENSION CONSULTANTS

Regulations: There are no regulations governing who can classify themselves as a Pension Consultant. However Life Assurance and Pension Consultants often perform activities which require registration and regulation by the Financial Services Authority (FSA).

Requirements: Businesses/Individuals appearing under the 'Life Assurance and Pension Consultants heading' carrying out regulated activities that require registration with the FSA, must be registered to advertise.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

The Classifications Policy A-Z

LIFE ASSURANCE AND PENSIONS

See Life Assurance and Pension Consultants.

LOANS – PERSONAL

Regulations: Loans are regulated by the Office of Fair Trading (OFT) and in some cases additionally by the Financial Services Authority (FSA). It is the Advertiser's responsibility to know by whom they are regulated. All advertisements in print or online or copy on websites must follow the regulations set down in the Consumer Credit (Advertisements in print or online or copy on websites) Regulations 2004 and ensure compliance with all applicable laws.

Requirements: All information, including any financial details, must remain valid for the full life-cycle of BT Directories in which the advertisement appears, currently 12 months.

A warning statement must be included, see 'Credit Information/ Advertisements in print or online or copy on websites' under section 5 (Products) of the General Guidelines.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

MASSAGE THERAPY

Definition: Massage therapy is the manipulation of the soft tissues of the body - the muscles, tendons and ligaments. A massage therapist's hands are the most important tool through which he not only treats the patient but also detects physical and emotional problems. The massage therapist palpates the patient's body to determine the condition of the tissues and the likely source of any pain, and thus the correct form of remedial treatment.

Requirements: BT only encourages properly qualified masseurs/masseuses or massage therapists to advertise. Advertisements in print or online or copy on websites must emphasise the health and therapy aspect of massage. However BT does not allow suggestive references, illustrations or advertisements in print or online or copy on websites of a sexual nature. In addition, the premises where the therapy occurs must be licensed and the therapists who provides the treatment must be registered with the local council.

MEDICAL SUPPLIES

See Medical advertisements in print or online or copy on websites (General Advertising Policy & Guidelines, 4.1).

MIDWIVES

Regulations: To be eligible to practise, a Midwife

- must hold a Midwifery qualification
- must have a current registration as a Midwife with the Nursing and Midwifery Council (NMC),
- must meet the NMC standards for updating his/her Midwifery practice.

In addition he/she must give notice of intention to practise to the supervising Local Council in every area in which he/she intends to practise.

Requirements: Businesses/individuals advertising under the 'Midwives' Classification must be registered with the NMC.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

MINERAL WATER

Regulations: The Committee of Advertising Practice (CAP) regulations state that "no person shall cause any water to be marked or labelled with the description 'spring water' unless that water is extracted from a spring."

Requirements: Advertisers in print or online or copy on websites under the 'Mineral Water' Classifications must not mislead by incorrectly describing the source of mineral water.

MORTGAGES

Regulations: The Financial Services Authority (FSA) regulates mortgage advertising. All advertisements in print or online or copy on websites must follow the regulations set down in the Financial Services and Markets Act 2000 and the Financial Services and Markets Act 2000 (Financial Promotion) Order 2001. Some mortgage advertisements in print or online or copy on websites may also require compliance with the Consumer Credit (Advertisements in print or online or copy on websites) Regulations 2004 depending on the type of loan or lender involved.

Requirements: Offers of financial products should be set out so that they are easily understood and do not take advantage of consumers' inexperience or credulity. The FSA states that Annual Percentage Rates (APRs) or other price information should be relevant and recent. Firms should therefore avoid using this information in qualifying credit promotions which have a long shelf life, and where the information can become outdated. Hence no financial information is to be included in mortgage advertising, and the advertisement should only include the following information:

- The name of the firm (or its appointed representative)
- A logo
- Contact point (address, including an e-mail address, telephone or facsimile number)
- A brief, factual statement of the firm's (or its appointed representative's) main occupation

Warning Statement

For secured loans under the Consumer Credit (Advertisements in print or online or copy on websites) Regulations 2004, Advertisers in print or online or copy on websites need to include the following:

If security is (or may be) required this must be stated, together with the nature of the security (e.g. 'a guarantor may be required')

The following warning(s) must be included as appropriate in capital letters:

"YOUR HOME MAY BE REPOSSESSED IF YOU DO NOT KEEP UP REPAYMENTS ON YOUR MORTGAGE OR ANY OTHER DEBT SECURED ON IT."

Where the qualifying credit promotion refers to paying off unsecured debts (for example, credit cards, personal loans or overdrafts) by taking out qualifying credit the warning shall be preceded by the following in capital letters:

"THINK CAREFULLY BEFORE SECURING OTHER DEBTS AGAINST YOUR HOME."

If the loan is in respect of secured lifetime mortgages or for 'equity release', then the general warning is replaced by the following in capital letters:

"CHECK THAT THIS MORTGAGE WILL MEET YOUR NEEDS IF YOU WANT TO MOVE OR SELL YOUR HOME OR YOU WANT YOUR FAMILY TO INHERIT IT. IF YOU ARE IN DOUBT, SEEK INDEPENDENT ADVICE."

There are other 'warnings' that may be required such as for foreign currency mortgage or hire agreement secured by way of a mortgage, etc. It is the advertiser's responsibility to ensure they comply with all relevant requirements regarding warning statements and other legal requirements.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

MOT TESTING

Regulations: The Vehicle and Operator Services Agency (VOSA) supervises the Ministry of Transport (MOT) scheme to ensure that the 19,000 garages authorised to carry out MOT tests do so to the correct standards.

Requirements: Businesses/individuals advertising under the 'MOT Testing' Classification must be registered with VOSA. The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

NOTARIES

Regulations: A person cannot practise as a Notary Public in England and Wales unless he or she is appropriately qualified and admitted to the roll of notaries by the Faculty Office.

To practise as a Notary Public in Scotland a person must be a solicitor, have taken an oath of office as a notary and be admitted to the register of the Law Society of Scotland.

Requirements: Businesses/individuals advertising under the 'Notaries' Classification must have the necessary certification and any relevant authorisation.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

NURSERIES – CHILDREN'S DAY CARE

Definition: ENGLAND: The Ofsted definition of a day care provider is 'Care provided at any time (day or night) for children under the age of eight on premises other than domestic premises, where the period (or total periods) in any day during which the children are looked after on the premises exceeds two hours'.

WALES: 'Care provided at any time (day or night) for one or more children for reward, where the total period spent looking after children in any day exceeds two hours.'

SCOTLAND: The Regulation of Care (Scotland) Act 2001 defines day care as 'a service which consists of any form of care (whether or not provided to any extent in the form of an educational activity), on premises other than domestic premises, during the day (whether or not it is provided on a regular basis or commences or ends during the hours of daylight) for a period of over two hours in any day'.

N.IRELAND: Day care is defined as 'looking after one or more children under the age of twelve for reward, where the total period spent looking after children in any day exceeds two hours'.

Regulations: ENGLAND: All Day-care Providers as defined by Ofsted must be registered with the Office for Standards in Education (Ofsted) if they care for children under eight years old.

WALES: The Welsh Assembly Government writes Regulations and National Minimum Standards for these services which are regulated on behalf of The Welsh Assembly Government by the Care Standards Inspectorate Wales (CSIW).

SCOTLAND: All Day-care Providers as defined by the Care Commission must be registered with the Scottish Commission for the Regulation of Care if they care for children under sixteen years old in Scotland.

N. IRELAND: Day nurseries operating in N. IRELAND are required to register with Health and Social Services (HSS) trusts.

Requirements: Advertisers in print or online or copy on websites under the 'Nurseries – Children's Day Care' Classification requiring registration must be registered with Ofsted, CSIW, the Scottish Commission for the Regulation of Care or the appropriate HSS trust.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

NURSING HOMES

The Classifications Policy A-Z

Regulations: Under the Nursing Homes Act 1975, any establishment describing itself as a Nursing Home must be registered with the appropriate District Health Authority.

Requirements: A 'Residential Home' or 'Retirement Home' which is registered with the Social Services does not qualify as a Nursing Home. An establishment is not allowed to incorporate nursing qualifications or reference to medical care in its advertisements in print or online or copy on websites unless it is registered as a Nursing Home. The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

OCCUPATIONAL HEALTH

Definition: An Occupational Therapist uses specific activities to limit the effects of disability and promote independence in all aspects of daily life.

Regulations: Occupational Therapists must be registered with the Health Professions Council (HPC).

Requirements: Advertisers in print or online or copy on websites under the 'Occupational Health' Classification must have an HPC registration. Advertisements in print or online or copy on websites must be in accordance with HPC advertising guidelines. Any advertising in relation to professional activities must be accurate. Any advertisements in print or online or copy on websites must not be misleading, false, unfair or exaggerated. In particular, claims of personal skills, equipment or facilities being better than anyone else's should not be made unless proof that this is true is provided.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

OIL AND GAS FIELD SERVICES

See Gas Installers.

ONLINE GAMING

Requirements: This Classification is intended for Internet gaming, multiple player console games and other gaming-related activities. It is not intended for any kind of gambling advertising.

Businesses/individuals advertising under the 'Online Gaming' Classifications must not advertise any gambling products or services.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

OPTICIANS

See Opticians – Optometrists (Ophthalmic).

OPTICIANS – OPTOMETRISTS (OPHTHALMIC)

Regulations: The regulatory body for Opticians in the UK is the General Optical Council (GOC). The optical professions are regulated by the Opticians Act 1989 and by orders, rules, and regulations made under powers granted by the Act. It is an offence under the Opticians Act for non-registered people to describe themselves as Opticians.

Requirements: Businesses/individuals advertising under the 'Opticians – Optometrists (Ophthalmic)' Classification must be registered with the GOC.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

ORGANIC FOOD SHOPS*

Definition: The United Kingdom Register of Organic Food Standards (UKROFS) defines organic production systems as those "designed to produce optimum quantities of food of good nutritional quality by using management practises which aim to avoid the use of agro-chemical inputs and which minimise damage to the environment and wildlife."

Requirements: No claim may be made in advertisements in print or online or copy on websites that suggests to the purchaser that Organic Farming: - EC Control System and the EC logo for organic farming constitutes a guarantee of superior taste, nutritional value or improved well-being.

Unqualified, absolute claims such as 'environmentally friendly' or 'sustainable' should not be used to describe organic food production as all managed food production systems cause some damage to the environment.

ORTHODONTISTS

Regulations: The General Dental Council (GDC) keeps up-to-date registers (The Dentists Register and The Rolls of Dental Auxiliaries) of Dentists, Dental Hygienists and Dental Therapists who are qualified to practise in the UK. Practising or advertising dentistry without registering is illegal.

The GDC has set up lists of registered Dentists who meet certain conditions and have been given the right by the GDC to use a specialist title. Two dental specialities -- Oral Surgery and Orthodontics -- are recognised under European law, but UK law allows the GDC to recognise any speciality where this would be justified in the interests of the public and the dental profession.

The lists indicate registered Dentists who are entitled to use a specialist title, but do not restrict the right of any registered Dentist to practise in any particular field of dentistry or the right of any specialist to practise in other fields of dentistry.

Requirements: Businesses/individuals advertising under the 'Orthodontists' Classification must be registered with the GDC.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

OSTEOPATHS

Definition: Osteopathy is a therapy that detects and treats damaged parts of the body such as muscles, ligaments, nerves and joints.

Regulations: Osteopaths must be registered with the General Osteopathic Council (GOsC). The Osteopaths Act gives businesses the right, once registered, to call themselves Osteopaths. It is illegal for Advertisers in print or online or copy on websites to use the term Osteopath directly or by implication (e.g. make reference to qualifications) unless they are registered with the GOsC.

Requirements: Businesses/individuals advertising under the 'Osteopaths' Classification must be registered with the GOsC.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

PAWNBROKERS

Regulations: In order to trade, Pawnbrokers must hold consumer credit licences from the Office of Fair Trading (OFT).

Requirements: Businesses/individuals advertising under the 'Pawnbrokers' Classification must have a Consumer Credit Licence from the OFT.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

PET AND HOME SITTING

Regulations: There are no regulations covering pet and home sitting. The National Association of Registered Petsitters (NARP) is the trade association which sets the standards within this sector of the pet care industry. It advises and consults with Local and National Government on related matters. Members are registered and insured, and required to abide by the Code of Practice and Terms and Conditions. However, membership is not compulsory.

PET SHOPS

Definition: Section 7(1) of The Pet Animals Act 1951 defines 'Pet Shop' to include:

- a) Any premises from where the business of selling animals as pets is undertaken
- b) Any premises where animals are kept with a view to being sold

This does not restrict the definition of 'Pet Shop' to establishments visited by potential consumers; it is broad enough to cover premises that merely hold animals that are in the pet supply chain. It applies to a wide range of animals, including all mammals, birds, fish, and reptiles.

Regulations: The Pet Animals Act 1951 establishes a regulatory regime for Pet Shops under which Local Councils (District and Borough Councils) are responsible for inspecting and licensing premises. The Local Council specifies conditions in the licences that it grants. Keeping a Pet Shop without a licence and failing to comply with a licence condition are criminal offences.

Requirements: Businesses/individuals advertising under the 'Pet Shop' Classification must be licensed by their Local Council.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

PHARMACIES

Regulations: The National Health Service (NHS) Act 1977 and subsequent amendments regulate the provision of pharmaceutical services in the UK. To dispense NHS prescriptions, a retail pharmacy must obtain a contract with the local Primary Care Trust (PCT) or Health Board. All retail pharmacies must be registered with the Royal Pharmaceutical Society of Great Britain (RPSGB) or the Royal Pharmaceutical Society of Northern Ireland. The Societies can take action against Pharmacists and pharmacy owners if they do not meet professional standards.

Only registered Pharmaceutical Chemists may use the term 'Chemist,' 'Pharmacist' or 'Druggist.' Pharmaceutical Chemists are not allowed to advertise their dispensing services, but may advertise non-dispensing services (e.g., photographic services).

Requirements: Businesses advertising under the 'Pharmacies' Classification must be registered with the RSPGB/RSPNI. Pharmaceutical Chemists must not advertise their dispensing services.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

PHYSIOTHERAPISTS

Definition: Physiotherapists provide therapy to aid the physical function and movement of the human body. They use physical approaches to promote maintain, and restore well-being.

Regulations: Physiotherapists must be registered with the Health Professions Council (HPC).

Requirements: Advertisers in print or online or copy on websites under the 'Physiotherapist' Classification must have an HPC registration.

Advertisements in print or online or copy on websites must be in accordance with the HPC advertising guidelines. Any advertising in relation to professional activities must be accurate. Any advertisements in print or online or copy on websites must not be misleading, false, unfair or exaggerated. In particular, claims of personal skills, equipment or facilities being better than anyone else's should not be made unless proof that this is true is provided. The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

The Classifications Policy A-Z

PLAYGROUPS

Definition: ENGLAND: Playgroups (sessional care) are defined by the Office for Standards in Education (Ofsted) as: 'Facilities where children under eight attend day-care for no more than five sessions a week, each session being less than a continuous period of four hours in any day. Where two sessions are offered in any one day, there is a break between sessions with no children in the care of the provider'.

WALES: 'Looking after one or more children for reward for a period exceeding two hours in any day.'

SCOTLAND: The Regulation of Care (Scotland) Act 2001 defines playgroups as 'a service which consists of any form of care (whether or not provided to any extent in the form of an educational activity), on premises other than domestic premises, during the day (whether or not it is provided on a regular basis or commences or ends during the hours of daylight) for a period of over two hours in any day'.

N. IRELAND: Day care is defined as 'looking after one or more children under the age of twelve for reward, where the total period spent looking after children in any day exceeds two hours'.

Regulations: ENGLAND: Anyone advertising Playgroups for children under eight years old must be registered with Ofsted. Businesses/Individuals advertising under the 'Playgroups' Classification for children eight years and above do not need to be registered with Ofsted. Nor does anyone operating for fewer than two hours a day or fewer than six days a year.

WALES: The Welsh Assembly Government makes Regulations and National Minimum Standards for these services which are regulated on their behalf by the Care Standards Inspectorate Wales (CSIW).

SCOTLAND: All Playgroups as defined by the Care Commission must be registered with the Scottish Commission for the Regulation of Care if they care for children under sixteen years old in Scotland.

N. IRELAND: Day nurseries operating in N. Ireland are required to register with Health and Social Services (HSS) trusts.

Requirements: Businesses/Individuals advertising under the 'Playgroups' Classification, requiring registration, must be registered with Ofsted, CSIW, the Scottish Commission for the Regulation of Care or the appropriate HSS trust.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

POLITICAL CONSULTANTS

See Political advertisements in print or online or copy on websites (General Advertising Policy & Guidelines, 3.2.6).

POLITICAL ORGANISATIONS

See Political advertisements in print or online or copy on websites (General Advertising Policy & Guidelines, 3.2.6).

PREGNANCY TEST SERVICE

See Pro-Life and Pro-Choice Clinics (General Advertising Policy & Guidelines, 5.15).

PRIVATE INVESTIGATORS AND DETECTIVES

Regulations: The Private Security Industry Act 2001 created The Security Industry Authority (SIA), an independent body to regulate by licence the security industry in the UK. The Act makes it a criminal offence to provide a designated security service without a licence. This also applies to Investigators who employ (or sub-contract) people to carry out these activities on their behalf. Private Investigators will be licensed from 2006.

Requirements: Advertisers in print or online or copy on websites under the 'Private Investigators and Detectives' Classification must have the appropriate licence.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

PSYCHOTHERAPY, ANALYSIS AND PSYCHOLOGY

Regulations: The titles 'Psychotherapist' and 'Therapist' are unlicensed so anyone can use them without training. However, to use the terms 'Psychologist', 'Psychiatrist', and 'Certified Social Worker' training and qualifications are necessary. A practitioner cannot use these titles without meeting certain national requirements.

Requirements: Advertisers in print or online or copy on websites under the 'Psychotherapy, Analysis and Psychology' Classifications must have the appropriate qualifications and training.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

PUBLIC HOUSES

Regulations: The Licensing Act 2003 establishes a single integrated scheme for licensing premises which are used for the supply of alcohol, to provide regulated entertainment or to provide late night refreshment. A licence from the Magistrates Court is required to sell alcohol.

Requirements: Businesses/individuals advertising under the 'Public Houses' Classification must hold a licence from the Magistrates Court.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

REIKI PRACTITIONERS

Definition: Reiki is a healing approach that uses light touch from the practitioner to channel healing energy to the recipient. It is used to relieve physical and emotional pain and to promote spiritual clarity. Reiki also speeds the healing process and balances the body's energy. Some of the main Reiki associations in the UK are The Reiki Association and the UK Reiki Federation.

Regulations: National Standards for Reiki are in development; therefore there is no accreditation scheme or professional endorsement at this time.

RELATIONSHIP COUNSELLING

See Counselling and Advice.

RELIGIOUS ORGANISATIONS

See Religious advertisements in print or online or copy on websites (General Advertising Policy & Guidelines, 3.2.8).

RESIDENTIAL AND RETIREMENT HOMES

Regulations: All Residential Homes (sometimes called Rest Homes or Retirement Homes) must be registered with the local Social Services department. This applies even if they are private or voluntary.

Residential Homes with four or more beds, and Nursing Homes, must be registered and inspected under the Registered Homes Act 1984. Residential Homes with fewer than four beds are registered under the Registered Homes Act (Amendment Act) 1991.

Requirements: Homes advertising under the 'Residential and Retirement Homes' Classification must be registered with Social Services.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

RESTAURANTS – PUBLIC HOUSES

See Public Houses.

SECURITY SERVICES AND EQUIPMENT

Regulations: The Private Security Industry Act 2001 created The Security Industry Authority (SIA), an independent body to regulate by licence the security industry in the UK. The Act makes it a criminal offence to provide a designated security service, for example work as a door supervisor, without a licence. The sale of security equipment is not covered by this Act.

The sale of security equipment is not covered by this Act.

Requirements: BT does not accept advertisements in print or online or copy on websites from anyone providing security services who is not licensed. However anyone selling equipment, for example burglar alarms, does not need to be licensed to place an advertisement. The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

SEXUAL HEALTH

See Family Planning and Fertility Clinics.

SOLICITORS

The Solicitors Act 1974 states that a person cannot practice as a Solicitor unless they are registered with the Law Society and have the appropriate Practising Certificate. Accordingly, persons that do hold a current practising certificate and are registered with the Law Society are entitled to advertise under the "Solicitors" classification. Similarly, firms of Solicitors whose members are registered with the Law Society and hold an appropriate Practising Certificate may also advertise under the "Solicitors" classification.

Before accepting an order for directory advertising under the "Solicitors" classification, the customer must be asked if they (or one of their members) is a registered Solicitor. The onus is on the customer to be aware of these regulations, and it is the customer's responsibility to ensure that they have the necessary registration and certificates. Therefore, if the customer confirms that they are registered with the Law Society and have the appropriate Practising Certificate, then the order can be taken. Where the customer is in any doubt, then the customer should be referred back to the Law Society for clarification.

The Registered Professional Body/Association and Registration Number must feature on the order for directory advertising form.

Referral Agents for Solicitors

In addition to the above, those customers that are acting as 'referral agents' for Solicitors may also advertise under the "Solicitors" classification **only** if they insert a statement in their advertisement which clearly shows that:

- (a) they are not qualified solicitors;
- (b) are not entitled to undertake legal work; and
- (c) will pass their initial enquiry and details onto a qualified solicitor.

The Classifications Policy A-Z

An example would be as follows:

“We are not Solicitors and do not undertake legal work. We will pass your enquiry and details onto a qualified Solicitor on our chosen panel.”

Under the Financial Services and Markets Act 2000, firms of Solicitors that wish to engage in mainstream investment business activities (and wish to advertise this fact) need direct authorisation from the Financial Services Authority (FSA).

The Law Society is a designated professional body under the 2000 Act. It enables firms of Solicitors (not authorised by the FSA) to offer a limited range of investment services to clients if the services are an incidental part of the professional services being offered to those clients.

SPEECH THERAPISTS (or LANGUAGE THERAPISTS)

Definition: A Speech and Language Therapist assesses, treats, and helps to prevent speech, language, and swallowing difficulties.

Regulations: Speech and Language Therapists must be registered with the Health Professions Council (HPC) to practise.

Requirements: Advertisers in print or online or copy on websites under the ‘Speech Therapists’ Classification must have an HPC registration. Advertisements in print or online or copy on websites must be in accordance with the HPC advertising guidelines. Any advertising in relation to professional activities must be accurate. Any advertisements in print or online or copy on websites must not be misleading, false, unfair or exaggerated. In particular, claims of personal skills, equipment or facilities being better than anyone else’s should not be made unless proof that this is true is provided.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

TATTOOISTS

Regulations: The Local Government (Miscellaneous Provisions) Act 1982 Part VIII requires that tattooists register with the Local Council to comply fully with the general duty of care required by the Health and Safety at Work etc Act 1974. A person must be 18 years of age before he or she can have a tattoo.

Requirements: Businesses/individuals advertising under the ‘Tattooists’ Classification must be registered with their Local Council.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

TAXIS AND PRIVATE HIRE VEHICLES

Regulations: The Local Government (Miscellaneous Provisions) Act 1976 Part II empowers Local Councils to license Private Hire operations, and also control the operation of licensed Hackney Carriages (Taxi Cabs).

Requirements: In areas where the Council has adopted the provision of the Act, it is the Advertiser’s responsibility to correctly advertise the business operated.

In areas affected by County Council Acts restricting private hire and taxi operations, Advertisers in print or online or copy on websites using the word ‘taxi’ or ‘cab’ in their advertisement must either:

- hold a Hackney Carriage Licence and sign any new or renewed order as ‘Licensed’ above the Customer signature or
- ensure the advertisement contains the words ‘not licensed hackney carriages’ or ‘not licensed cabs.’

Businesses/individuals advertising under the ‘Taxis and Private Hire Vehicles’ Classification must be licensed.

The Registered Professional Body/Association and Registration Number must feature on the Order for directory advertising form.

TELEGRAM AND GREETINGS SERVICES

Requirements: Advertisements in print or online or copy on websites must not be likely to cause offence or be considered in bad taste. Illustrations must not be suggestive or subject to misinterpretation.

TELEPHONE NUMBERS

See Telephone Number (General Advertising Policy & Guidelines, 2.3).

Premium Rate Numbers (General Advertising Policy & Guidelines, 2.5).

TOBACCO IMPORTERS AND MANUFACTURERS

See Tobacco (General Advertising Policy & Guidelines, 5.17).

TOBACCONISTS

See Tobacco (General Advertising Policy & Guidelines, 5.17).

TOBACCONISTS’ WHOLESALERS

See Tobacco (General Advertising Policy & Guidelines, 5.17).

TRADE ASSOCIATIONS

See Professional and Trade Associations (General Advertising Policy & Guidelines, 4.2).

VACUUM CLEANER MANUFACTURERS AND SUPPLIERS*

Regulations: The International Electrotechnical Commission (IEC) is the global organisation that prepares and publishes international standards for electrical, electronic, and related technologies.

Requirements:

- Strong performance claims, whether comparative or not, should be backed up by tests.
- If the marketed cleaner has both a brush and a hose element, check whether 'best suction/suction power' superiority claims are qualified to indicate whether tests were carried out at the hose or at the brush.
- Health benefit claims, for example, asthma and allergy claims, should be backed up by rigorous clinical trials on human subjects. Claims that relate only to the percentage of allergens that cleaners remove need not, although Advertisers in print or online or copy on websites should still be able to prove those claims.
- For product-specific market leadership claims, Advertisers in print or online or copy on websites should hold accurate, up-to-date comparative sales figures. For general market leadership claims, Advertisers in print or online or copy on websites should hold both turnover and market share data.

VEHICLE INDEX AND NUMBER PLATES*

Requirements: All advertisements in print or online or copy on websites for 'cherished numbers' (desirable combinations of numbers and letters on vehicle registrations) that are not addressed exclusively to the trade industry should quote prices that include both VAT, where relevant, and the Department of Environment, Transport and the Regions (DETR) assignment fee. Advertisements in print or online or copy on websites should also include a qualifying statement that "other further assignment costs might apply depending on the buyer's requirements" or similar.

VETS

Regulations: The Royal College of Veterinary Surgeons (RCVS) is the governing body of the veterinary profession. Its statutory duties are laid out in the Veterinary Surgeons Act 1966. The RCVS safeguards the interests of the public and animals by ensuring that only those registered with the RCVS can carry out acts of veterinary surgery. Additionally, they maintain a register of Veterinary Surgeons eligible to practise in the UK, and also regulate veterinary education and professional conduct. It is an offence for non-registered persons to describe themselves as Veterinary Surgeons.

Requirements: Businesses/individuals advertising under the 'Vets' Classification must be registered with the RCVS. The Registered Professional Body/ Association and Registration Number must feature on the Order for directory advertising form.

WELDERS – ARC AND GAS

See Gas Installers.

WINE AND SPIRIT IMPORTERS

See Alcohol (General Advertising Policy & Guidelines, 5.1).

* For More Information

For asterisked items*, refer to the British Code of Advertising Sales Promotion and Direct Marketing as the source.

Advertising Standards Authority (ASA) - 06.10.2004.
<http://www.asa.org.uk> or Tel: 020 7492 2222

British Code of Advertising Sales Promotion and Direct Marketing - 06.10.2004.
<http://www.cap.org.uk> or Tel: 020 7492 2100

Classifications – Professional Bodies / Registration Boards

To ensure that BT Exchanges from BT complies with all undertakings issued by Professional Bodies and Registration Boards the below list of Classifications require extra care and attention by Sales Consultants, when completing the Sales Order forms.

Any Advertiser wishing their business to appear in BT Exchanges must ensure that they are registered with the appropriate organisation, have the relevant registration number and key contact (the name of the person the registration number is assigned to). These are to be written on the Order forms in the fields provided.

The Compliance department will undertake regular audits of all Advertisers in print or online or copy on websites in the Classifications below to ensure that the integrity of BT Exchanges from BT is upheld.

Classifications:

Adoption and Fostering	Equestrian Centres	Mortgages
Animal By-Products	Equity Release Services	MOT Testing
Arc and Gas Welding Equipment	Farriers	Notaries
Architects	Financial Services	Nurseries – Children’s Day Care
Architectural Technologists (if required)	Firework Display Services	Nursing Homes
Asbestos Removal	Firework Manufacturers	Occupational Health
Asbestos Services	Firework Retailers	Oil and Gas Field Services
Baby Sitting and Child Minding	Gas Appliances	Opticians
Boarding Kennels	Gas Companies	Opticians – Optometrists (Ophthalmic)
Bottled Gas and Equipment	Gas Control Equipment	Orthodontists
Building Societies	Gas Heating Engineers	Osteopaths
Butchers	Gas Heating Equipment	Pawnbrokers
Butchers’ Supplies	Gas Installers	Pet Shops
Butchers’ Wholesalers	Gun Shops and Gunsmiths	Pharmacies
Catteries	Hearing Aid Manufacturers and Suppliers	Physiotherapists
Chemists – Wholesale	Immigration Advice and Services	Playgroups
Cheque Encashment	Insurance – Car and Automotive	Private Investigators and Detectives
Childcare Services	Insurance – Commercial	Psychotherapy, Analysis and Psychology
Children’s Homes	Insurance – Companies	Public Houses
Chiropodists	Insurance – Health	Residential and Retirement Homes
Chiropractors	Insurance – Household	Restaurants – Public Houses
Complementary Therapies (if required)	Insurance – Intermediaries	Security Services and Equipment (Services only)
Demolition	Insurance – Other	Solicitors
Dental Technicians	Insurance – Pet	Speech Therapists
Dentists	Insurance – Travel	Tattooists
Dermatologists	Laser Eye Surgery	Taxis and Private Hire Vehicles
Disabled Access Taxis	Life Assurance and Pension Consultants (if required)	Vets
Doctors and Medical Practitioners	Life Assurance and Pensions (if required)	Welders – Arc and Gas
Electricians – Commercial and Industrial	Midwives	
Electricians – Domestic		

If an Advertiser is registered with more than one Professional Body / Registration Board please include the most relevant details on the Order form for the Classification in which they want to appear.