

Introduction

This is the Advertising Policy for BT Web Clicks. All advertisements and the website that they connect to 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.

Rules

This section sets out what BT considers is and is not 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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The Principles

This Advertising Policy must be complied with when placing an Order for BT Web Clicks.

BT Web Clicks is a package of online advertising, enabling business to advertise on Internet search engines such as Google and Yahoo.

BT reserves the right (as set out in its Conditions and Acceptance of advertisements) to refuse, amend, withdraw or otherwise deal with advertisements at its absolute discretion and without explanation.

As a responsible major business organisation, BT requires its Advertisers to ensure that their websites and online adverts comply with the current version of the British Code of Advertising Sales Promotion and Direct Marketing (CAP Code).

Advertisers must also ensure that their websites and online adverts comply in full with all applicable statutes, laws, regulations, Codes of Practice, and this Advertising Policy.

Advertisers websites and online adverts must have 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 their website and online advert 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 website and online advert.

Advertisers shall ensure that at all times they have all rights (including, without limitation, any relevant licences, permissions, authorisations, accreditations, certifications, and qualifications) required for their website and online advert to appear on the internet. Advertisers must provide proof of compliance with this requirement at the request of BT.

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

HONEST: Advertisers should not exploit the credulity, lack of knowledge or inexperience of consumers.

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

The Rules

The following rules for accepting orders apply to all BT Web Clicks packages.

1. Classification

1.1 Classifications

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

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

2. Website and Advertisement Copy

2.2 Business/Trading Name

All websites must include the Advertiser's registered business/trading name. 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 verification.

2.11 Foreign Advertisements

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

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 customers whose websites could be considered defamatory.

3.1.2 Copyrights and Trademarks

Advertisers are responsible for all third party and copyright-protected material, trademarks, images, and logos featured in their BT Web Clicks orders for websites, and must ensure that they are fully and properly authorised to use them.

3.1.4 Goods and Services

All online advertisements and websites 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.

3.1.6 Guarantees*

Guarantees may be included in advertisements and 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 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*

Websites must not so closely resemble any other that they are likely to mislead or cause confusion.

3.1.8 Comparative Advertisements and 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 which discredit or disparage other companies' products, services, trademarks, trade names or other distinguishing marks, activities or circumstances.

Advertisers 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

BT Web Clicks orders for 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 have checked the statements are true and correct with the Royal Warrant Holders' Association.

3.1.11 Reproduction of Bank Notes and Stamps

The exact reproduction of bank notes in advertisements, 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 BT Web Clicks orders for websites alluding to or simulating an official announcement, or containing 'official' as part of the online advertisement copy.

3.1.13 Protection of Privacy*

BT will reject orders where the websites unfairly portray or refer 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.

3.2. Social Responsibilities

3.2.1 Children*

BT Web Clicks orders for websites targeting or featuring children should not contain anything likely to result in their physical, mental or moral harm.

BT will not accept BT Web Clicks orders 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 BT Web Clicks orders for websites that may cause offence or be considered discriminatory on the grounds of race, religion, sex, sexual orientation or disability.

3.2.3 Fear and Distress*

BT will not accept BT Web Clicks orders for websites that feature shocking claims or images to attract attention. Advertisements should not cause fear or distress without good reason.

3.2.5 Matters of Opinion*

Advertisers may provide a view about any matter in their website or online 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

BT will not accept BT Web Clicks orders for websites advocating or opposing any political, legislative or administrative change. BT restricts BT Web Clicks orders for websites for political organisations to visiting card details: name of constituency, address, and telephone number only.

3.2.7 Racial Advertisements

BT will not accept BT Web Clicks orders for websites that may be considered racist in any way.

3.2.8 Religious Advertisements

BT will not accept BT Web Clicks orders for websites of a religious nature.

3.2.9 Sexual Advertisements/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 BT Web Clicks orders for websites that may be considered sexist in any way.

3.2.10 Questionable Advertisements

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

3.2.11 Safety*

BT will not accept BT Web Clicks orders for websites that condone or encourage unsafe practices. Particular care should be taken with websites or advertisements addressed to or depicting children.

3.2.12 Violence or Anti-Social Behaviour*

BT will not accept BT Web Clicks orders for 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 BT Web Clicks orders for websites from Advertisers offering advice or treatment for medical conditions if they do not contravene any legal or professional ruling. However, these advertisements 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 Associations

Many professional and trade associations restrict or prohibit advertising by their members. Rulings vary considerably. BT will accept BT Web Clicks orders for websites in good faith on the understanding that members are acting in accordance with any obligations and restrictions that apply to them.

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 who use the terms osteopath or chiropractor directly or by implication (e.g. by making reference to qualifications) within a website or online advertisement must ensure that they are registered with the appropriate council.

4.4 Professional Bodies/Registration Boards

It is the Advertisers 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 BT Web Clicks. 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*

BT Web Clicks orders for 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 their BT Web Clicks orders for websites.

5.2 Baby Milk Formula

BT will not accept BT Web Clicks orders for websites for baby milk formula.

5.3 Botox

As Botox is a prescription drug, BT will not allow it to be included in any form of advertising (See 5.15). Advertisers cannot refer to Botox indirectly (for example, face freezing).

5.4 Chat Lines

BT will not accept BT Web Clicks orders for websites for chat lines or chat rooms.

5.6 Environmental

BT will not accept BT Web Clicks orders for 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 website and online advertising copy*.

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, websites and advertisements should not imply that the formulation has changed to make it safe. Advertisers 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 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 BT Web Clicks orders for websites from Escort Agencies.

5.8 Illegal Drugs

BT will not accept BT Web Clicks orders for websites promoting illegal drugs or drug-related accessories.

5.10 Credit Information/Advertisements

For BT Web Clicks orders for 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 include all warning statements required by law.

5.11 Gambling Products and Services

BT will not accept BT Web Clicks orders for websites for gambling products, services or scratchcards.

5.12 Lipo-Dissolve

BT will not accept BT Web Clicks orders for websites for lipo-dissolve.

5.13 Motoring

BT will not accept BT Web Clicks orders for websites for motor vehicles, fuel or accessories should avoid portraying or referring to practices that encourage or condone anti-social behaviour.

Advertisers should not make speed or acceleration claims the predominant message of the website and online 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 BT Web Clicks orders for websites promoting prescription drugs.

5.15 Pro-Life & Pro-Choice Clinics

Pro-Life clinic advertisements 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 their websites.

5.16 Sexual Services

BT will not accept BT Web Clicks orders for websites relating to sexual services, including use, promotion or provision of sexual/pornographic videos, websites or telephone numbers. BT does not accept advertisements promoting or referring to 'fetishes'.

5.17 Tobacco

BT will not accept BT Web Clicks orders for 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 BT Web Clicks orders for websites for Xenical.

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 a website or online 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 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 practise of acupuncture; anyone can offer treatment without professional training.

The British Acupuncture Council (BAC) represents professional Acupuncturists who have an extensive training of at least three years full-time or the part-time equivalent in acupuncture and the biomedical sciences appropriate to the practise 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 1 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 BT Web clicks

ALCOHOL DELIVERY SERVICES (NEW)

See section 5.1 of the General Advertising Policy and Guidelines.

ALCOHOL HELP AND ADVICE (NEW)

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 BT Web Clicks

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 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 using the terms Architectural Consultant, Architectural Designer or Architectural Technician etc, are not necessarily qualified as an Architect. Advertisers who are not qualified and registered as an 'Architect' are not eligible to advertise under the heading of 'Architect'. Advertisements should instead appear under a different Classification, such as 'Architectural Services and Technicians'.

Requirements: All Businesses/individuals purchasing advertisements 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 MUST be rejected.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

ARCHITECTURAL SERVICES AND TECHNICIANS

See Architectural Technologists.

ARCHITECTURAL TECHNOLOGISTS

Regulations: The word 'Architectural' is not protected by the law, so any Advertisers can use the term Architectural Technologist.

Requirements: Advertisers 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 BT Web Clicks.

ASBESTOS REMOVAL

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

Requirements: Advertisers under the 'Asbestos Removal' Classification must be licensed with the Health and Safety Executive (HSE).

Advertisements must include the HSE licence number.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

ASBESTOS SERVICES

See Asbestos Removal.

ASTROLOGERS, CLAIRVOYANTS AND PALMISTS*

Requirements: Advertisers 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, happiness or other circumstances should be avoided as they are likely to be impossible to prove.

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 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 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 means 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 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 BT Web Clicks.

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' under section 5 (Products) of the General Guidelines.

BANKS AND FINANCIAL INSTITUTIONS*

Regulations: All advertisements 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 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 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. Advertisements 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' under section 5 (Products) of the General Guidelines. For advertisements 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.

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 BT Web Clicks.

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 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 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 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 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 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 Phone Book in which the advertisement appears, currently 12 months.

Advertisements 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' under section 5 (Products) of the General Guidelines.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

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 BT Web Clicks.

BUTCHERS' SUPPLIES

See Butchers.

BUTCHERS' WHOLESALERS (NEW)

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 waste management 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 BT Web Clicks.

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 do not have to state if they are registered or members of the BCCA in advertisements.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

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 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 BT Web Clicks.

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 under the 'Chiropodists/Podiatrists' Classification must have an HPC registration. Advertisements must be in accordance with the HPC advertising guidelines. Any advertising in relation to professional activities must be accurate. Any advertisements 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 BT Web Clicks.

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 to use the term chiropractor directly or by implication (e.g. make reference to qualifications) unless they are registered with the GCC.

Requirements: Advertisers under the 'Chiropractors' Classification must have GCC registration.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

CLINICS AND MEDICAL CENTRES

Requirements: Advertisements 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 (NEW)

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 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 BT Web Clicks.

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, 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 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) Regulations 2004 stipulates rules for advertising. In addition, advertisers 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

A warning statement must be included, see 'Credit Information/ Advertisements' under section 5 (Products) of the General Guidelines.

CREDIT AND FINANCE COMPANIES – TRADE

See Credit and Finance Companies – Personal.

CREDIT CONTROL SERVICES

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 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 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 The Phone Book in which the advertisement appears, currently 12 months.

Advertisements 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. A warning statement must be included, see 'Credit Information/Advertisements' 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 must have the relevant certificate where appropriate.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

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 BT Web Clicks.

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.

The Registered Professional Body / Association and Registration Number must feature on the Order for BT Web Clicks.

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 practice and should give details of the time period involved. Testimonials and other claims in advertisements for proven products should not normally claim more than 2lbs/week weight loss.

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

Advertisements 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 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 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, Citrus Aurantia, Chitosan, Chromium Picolinate, CLA, Garcinia Cambogia, Guarana Extract, L-Carnitine, Lecithin, Ribose.

Advertisers 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 should not feature people who were/are obese and should not target obese people. Advertisers cannot claim that a treatment can specifically target 'cellulite.' Advertisements 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 ICTIS Code of Practice states that Advertisers must clearly include call charges within their advertisements. 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 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 ICSTIS 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 that include premium rate and directory enquiry (118xxx) numbers, but they may be affected by ICSTIS rules.

DISABLED ACCESS TAXIS (NEW)

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 BT Web Clicks.

DRIVING SCHOOLS – ADVANCED (NEW)

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 should not state or imply that the income level of successful candidates is secured.

DRIVING SCHOOLS – COMMERCIAL

See Driving Schools – Car.

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 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 (NEW)

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 BT Web Clicks.

EQUINE DENTISTRY (NEW)

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 under the 'Equity Release Services' Classification, selling or offering advice about investments must be authorised with the FSA.

For advertisements containing mortgage information see the Mortgages Classification Guidelines.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

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 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 BT Web Clicks.

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 BT Web Clicks.

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 BT Web Clicks.

FIREWORK RETAILERS

See Firework Manufacturers.

FIRST AID SUPPLIES

See Medical advertisements (General Advertising Policy & Guidelines, 4.1).

GAS APPLIANCES

Requirements: There are no regulations or requirements relating to selling gas appliances. However Advertisers carrying out work on gas fittings or appliances must be registered with The Council for Registered Gas Installers (CORGI). See the Gas Installers heading for more information.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

GAS COMPANIES

See Gas Installers.

GAS CONTROL EQUIPMENT

Requirements: There are no regulations or requirements relating to selling gas appliances. However Advertisers carrying out work on gas fittings or appliances must be registered with The Council for Registered Gas Installers (CORGI). See the Gas Installers heading for more information.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

GAS HEATING ENGINEERS

See Gas Installers.

GAS HEATING EQUIPMENT

Requirements: There are no regulations or requirements relating to selling gas appliances. However Advertisers carrying out work on gas fittings or appliances must be registered with The Council for Registered Gas Installers (CORGI). See the Gas Installers heading for more information.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

GAS INSTALLERS

Regulations: The Council for Registered Gas Installers (CORGI) is the National Watchdog for gas safety in the UK. 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 CORGI registered. To sell gas appliances the seller does not have to be CORGI registered unless the Advertiser also carries out work on gas fittings or appliances.

Requirements: CORGI does not have a standardised statement for use by CORGI Registered Installers in telephone directories.

However CORGI requests that alongside any reference to CORGI registration, the CORGI 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 BT Web Clicks.

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 must have the relevant registration from their local Police Force.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

HAIR CONSULTANTS*

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

Requirements: Advertisements 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.

Advertisements claiming to cure baldness, restore the growth of hair or arrest hair loss will not be accepted.

Illustrations are permitted if they do not imply that the Advertiser can cure or retard baldness.

The only marketed product that has been proven to retard hair loss in some men is a medicine called Regaine (active ingredient: Minoxidal) which is available from pharmacies. Advertisements 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 BT Web Clicks.

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 (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 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 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 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 BT Web Clicks.

INSURANCE

Definition: 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 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.

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 from 15 July 2005.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

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 from 15 July 2005.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

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 from 15 July 2005.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

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 from 15 July 2005.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

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 from 15 July 2005.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

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 from 15 July 2005.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

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 from 15 July 2005.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

INSURANCE – PET (NEW)

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 from 15 July 2005.

The Registered Professional Body / Association and Registration Number must feature on the Order for BT Web Clicks.

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 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 from 15 July 2005.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

KISSOGRAMS (NEW)

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 liable to prosecution.

Requirements: Advertisers under the 'Laser Eye Surgery' Classification must be appropriately registered. The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

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 BT Web Clicks.

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 must follow the regulations set down in the Consumer Credit (Advertisements) 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 The Phone Book in which the advertisement appears, currently 12 months.

A warning statement must be included, see 'Credit Information/ Advertisements' under section 5 (Products) of the General Guidelines.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

MASSAGE THERAPY (NEW)

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 must emphasise the health and therapy aspect of massage. However BT does not allow suggestive references, illustrations or advertisements 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 (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 BT Web Clicks.

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 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 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 may also require compliance with the Consumer Credit (Advertisements) 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) Regulations 2004, Advertisers 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 in shall be preceded by the following in capital letters:

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

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 BT Web Clicks.

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 BT Web Clicks.

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 BT Web Clicks.

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 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 BT Web Clicks.

NURSING HOMES

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 unless it is registered as a Nursing Home.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

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 under the 'Occupational Health' Classification must have an HPC registration. Advertisements must be in accordance with HPC advertising guidelines. Any advertising in relation to professional activities must be accurate. Any advertisements 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 BT Web Clicks.

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 BT Web Clicks.

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 BT Web Clicks.

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 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 BT Web Clicks.

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 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 BT Web Clicks.

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 BT Web Clicks.

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 BT Web Clicks.

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 RPSGB/RSPNI. Pharmaceutical Chemists must not advertise their dispensing services.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

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 under the 'Physiotherapist' Classification must have an HPC registration.

Advertisements must be in accordance with the HPC advertising guidelines. Any advertising in relation to professional activities must be accurate. Any advertisements 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 BT Web Clicks.

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 BT Web Clicks.

POLITICAL CONSULTANTS

See Political advertisements (General Advertising Policy & Guidelines, 3.2.6).

POLITICAL ORGANISATIONS

See Political advertisements (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 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 BT Web Clicks.

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 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 BT Web Clicks.

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 BT Web Clicks.

REIKI PRACTITIONERS (NEW)

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 (NEW)

See Counselling and Advice.

RELIGIOUS ORGANISATIONS

See Religious advertisements (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 BT Web Clicks.

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 is 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.

Requirements: BT does not accept advertisements 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 BT Web Clicks.

SEXUAL HEALTH (NEW)

See Family Planning and Fertility Clinics.

SOLICITORS

Regulations: The Solicitors Act 1974 states that a person cannot practise (and hence advertise) as a solicitor unless they are registered with the Law Society and have the appropriate practising certificate. Businesses with no registered solicitors working for them must not advertise within the 'Solicitors' Classification, as this could be misleading to users who believe they are contacting a qualified Solicitor.

Businesses with no registered Solicitors must advertise under alternative headings. Alternative Classifications include 'Solicitors' Referral Agents – Claims Handling', 'Accident Claims Experts' and 'Legal Services'.

Under the Financial Services and Markets Act 2000, firms of Solicitors that wish to engage in mainstream investment business activities 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.

Requirements: Businesses/individuals advertising under the 'Solicitors' Classification must have the necessary certification and any relevant authorisation. Before accepting an Order for directory advertising under solicitors, the customer must be asked if they or one of their employees, is a registered solicitor. It is up to the customer to be aware of these regulations, and it is the customer's responsibility to ensure that they have the necessary registration. Therefore, if the answer is yes, it can be taken in good faith, which is sufficient for the advertisement to be sold.

The Registered Professional Body/Association and Registration Number must feature on the Order for BT Web Clicks.

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 under the 'Speech Therapists' Classification must have an HPC registration. Advertisements must be in accordance with the HPC advertising guidelines. Any advertising in relation to professional activities must be accurate. Any advertisements 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 BT Web Clicks.

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 BT Web Clicks.

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 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 BT Web Clicks.

TELEGRAM AND GREETINGS SERVICES

Requirements: Advertisements 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 should still be able to prove those claims.
- For product-specific market leadership claims, Advertisers should hold accurate, up-to-date comparative sales figures. For general market leadership claims, Advertisers should hold both turnover and market share data.

VEHICLE INDEX AND NUMBER PLATES*

Requirements: All advertisements 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 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 BT Web Clicks.

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/index.asp> or Tel: 020 7580 5555

British Code of Advertising Sales Promotion and Direct Marketing - 06.10.2004.

<http://www.cap.org.uk> or Tel: 020 7492 2100

To ensure that 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 to take BT Web Clicks 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 BT Web Clicks orders for websites in the Classifications below to ensure that the integrity of BT is upheld.

Classifications:

Adoption and Fostering
Animal By-Products
Arc and Gas Welding Equipment
Architects
Architectural Technologists
(if required)
Asbestos Removal
Asbestos Services
Baby Sitting and Child Minding
Boarding Kennels
Bottled Gas and Equipment
Building Societies
Butchers (NEW)
Butchers' Supplies (NEW)
Butchers' Wholesalers (NEW)
Catteries
Chemists – Wholesale
Cheque Encashment
Childcare Services
Children's Homes
Chiropodists
Chiropractors
Complementary Therapies (if required)
Demolition
Dental Technicians
Dentists
Dermatologists (NEW)
Disabled Access Taxis (NEW)
Doctors and Medical Practitioners
Equestrian Centres
Equity Release Services
Farriers
Financial Services
Firework Display Services
Firework Manufacturers
Firework Retailers
Gas Appliances
Gas Companies
Gas Control Equipment
Gas Heating Engineers
Gas Heating Equipment
Gas Installers
Gun Shops and Gunsmiths
Hearing Aid Manufacturers and Suppliers
Immigration Advice and Services
Insurance – Car and Automotive
Insurance – Commercial

Insurance – Companies
Insurance – Health
Insurance – Household
Insurance – Intermediaries
Insurance – Other
Insurance – Pet (NEW)
Insurance – Travel
Laser Eye Surgery
Life Assurance and Pension
Consultants (if required)
Life Assurance and Pensions
(if required)
Midwives
Mortgages
MOT Testing
Notaries
Nurseries – Children’s Day Care
Nursing Homes
Occupational Health
Oil and Gas Field Services
Opticians
Opticians – Optometrists (Ophthalmic)
Orthodontists
Osteopaths
Pawnbrokers
Pet Shops
Pharmacies
Physiotherapists
Playgroups
Private Investigators and Detectives
Psychotherapy, Analysis
and Psychology
Public Houses
Residential and Retirement Homes
Restaurants – Public Houses
Security Services and Equipment (Services
only)
Solicitors
Speech Therapists
Tattooists
Taxis and Private Hire Vehicles
Vets
Welders – Arc and Gas

For queries relating to the list above, please contact Matt Peacock, Compliance Development Executive, on 07918 074086.

If an Advertiser is registered with more than one Professional Body /