

About the Consumer Complaint Procedure

Formally established more than 40 years ago by Canada's advertising industry, the consumer complaint procedure provides an effective mechanism for the review and adjudication of consumers' complaints about advertisements currently running in Canadian media.

ASC accepts and responds to all written complaints received through our online submission process, by letter or by fax.

Complaints are reviewed under the provisions of the *Canadian Code of Advertising Standards*. Those complaints that raise a potential issue under the *Code* are evaluated by independent, volunteer bodies — the national and regional Consumer Response Councils (Councils). The Councils, which include senior industry and public representatives, play a critical role in ensuring an objective, balanced and fair process for adjudicating consumer complaints.

As part of our commitment to transparency, ASC publishes council findings on upheld complaints through online ad complaints reports. These reports provide insight into advertising issues of concern to the public and act as a guide to the interpretation of the *Code*.