

Global SRO Database Methodology

This document presents the common definitions and criteria used to collect basic facts and figures on Self-Regulatory Organizations (SROs) as part of the ICAS Global SRO Database.

Please note that:

- **n.a.** is used where data is not available, i.e. when the information has not been provided to ICAS by the SRO;
- **n/a** is used where data is not applicable, i.e. when a service is not provided or a situation does not apply to the given SRO.

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1. Organizational profile

	<i>Field name</i>	<i>Description</i>	<i>Answer format</i>
1.	Country	Country of incorporation of the headquarters.	2-letter ISO country code
2.	SRO name (abbreviated)	Short name (acronym or short version of the organization's name, in English where available)	Free text
3.	SRO full name	Full name of the organization (in English where available, otherwise in local language)	Free text
4.	Year created	Year when the organization was established. The date corresponds to the creation of the Self-Regulatory System (even if it had another name in the past) and not of the Self-Regulatory Code which may have pre-existed the implementation system/SRO.	Year [4 digits]
5.	Statutes	Hyperlink to the main Constitutive Document(s) establishing the organization such as Statutes or Articles of Incorporation.	Free text [hyperlink]
6.	Funding model	<p>(a) Levy: In markets with a levy system, a small percentage of advertising costs (typically, 0.1%) is retained to finance the operation of the Self-Regulatory Organization (SRO). This amount is typically collected by advertising agencies which act as intermediaries between advertisers and media owners (TV, radio, billboard sites, newspapers, websites etc.) before it is transferred to the SRO.</p> <p>The levy, where it exists, is typically voluntary - but widely adopted by the industry. It is often the primary source of income for an SRO, but it is rarely the only one and the SRO may also collect income from offering premium services such as specialized trainings.</p> <p>(b) Membership: In markets with a membership model, the SRO is primarily funded by annual contributions from member firms and/or associations which represent the advertising industry. Membership fees may be a fixed amount, or they may be based on a sliding scale (with larger members paying a higher fee than smaller members). There may also be</p>	3 possible answer choices: Levy, Membership or Other

		<p>different levels of membership fees depending on the services provided. Membership in the SRO is typically voluntary and entails certain rights and benefits, such as (preferential) access to the SRO's services. Whereas membership fees are often the primary source of income for an SRO, it is rarely the only one and the SRO may also collect income from offering premium services or services to non-members.</p> <p>(c) Other: An SRO is considered to be part of the levy model or the membership model if more than 50% of its total income comes from the levy or from membership fees respectively. Other cases are considered to rely on an alternative funding model.</p>	
7.	Latest annual report	Hyperlink to the most recent Annual Report	Free text [hyperlink]

2. Self-Regulatory System

A. Ad Standards

	<i>Field name</i>	<i>Description</i>	<i>Answer format</i>
8.	Main Standards	Link to the main Advertising Code(s) or Standards being enforced by the SRO.	Free text [hyperlink]
9.	ICC Code	Is (are) the main Code (Standards) directly inspired by the ICC Code of Advertising and Marketing Communication Practice ?	Yes or No

B. Scope of Self-Regulation

	<i>Field name</i>	<i>Description</i>	<i>Answer format</i>
10.	Criteria used for assessing ads	<p>Indicate the core criteria used by the SRO when enforcing Ad Standards:</p> <p>Does the SRO assess whether an ad is...</p> <p>(a) legal, i.e. compliant with applicable laws?</p> <p>(b) decent, i.e. not offending standards of decency prevailing in the local culture?</p> <p>(c) honest, i.e. not abusing the trust of consumers or exploiting their lack of experience or knowledge?</p> <p>(d) truthful, i.e. not including content that could mislead customers (e.g. as regards the actual</p>	<p>Multiple criteria can be selected among the following:</p> <p>Legal, Decent, Honest, Truthful, Socially responsible, Fair, Respecting the right to privacy</p>

		<p>benefits/characteristics of the product or service)?</p> <p>(e) (socially) responsible, i.e. respecting human dignity and free of any form of discrimination, including that based upon race, national origin, religion, gender, age, disability or sexual orientation?</p> <p>(f) fair, i.e. not derogatory to the competition and free of plagiarism?</p> <p>(g) respecting the right to privacy, i.e. complying with (self)-regulatory standards on data protection for consumers?</p> <p>Remark: An SRO may also take other criteria into account that those listed here.</p>	
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C. Complaints-handling body

	<i>Field name</i>	<i>Description</i>	<i>Answer format</i>
11.	Jury	<p>Is there a Jury or Complaints Committee, i.e. as an independent body, separate from the Standards-making body, in charge of determining whether self-regulatory Standards have been complied with?</p> <p>(a) Yes (all 1st level decisions) means that the Jury is the primary body assessing complaints. The SRO staff may prepare the decisions of the Jury or filter some complaints which are out of scope, but all rulings are adopted by the Jury;</p> <p>(b) Yes (some 1st level decisions) means that some rulings can be made by the SRO staff, but the most complex cases are assessed by a Jury which issues first level rulings;</p> <p>(c) Yes (appeals only) means that the Jury is for appeals only. First level decisions are made by staff of the SRO;</p> <p>(d) No means that decisions on complaints are not made by a Jury. They are made by staff of the SRO or paid legal experts.</p>	<p>Yes (all 1st level decisions)</p> <p>Yes (some 1st level decisions)</p> <p>Yes (appeals only)</p> <p>No</p>
12.	Number of Jury members	Total number of individuals forming the Jury or Complaints Committee as of 31 December.	Digits [no decimals]

3. SRO Services

A. Advisory services

	<i>Field name</i>	<i>Description</i>	<i>Answer format</i>
13.	Pre-clearance	Does the SRO offer a pre-clearance service, i.e. does it examine ads as a compulsory pre-condition before they can be published, at least in some cases/sectors?	Yes or No
14.	Number of pre-clearance	If the SRO provides pre-clearance, how many ads underwent this procedure in the most recent calendar year?	Digits [no decimals]
15.	Copy Advice	Does the SRO offer a copy advice service whereby it issues an opinion as to whether an ad complies with advertising standards prior to the publication of the ad? The advice is provided on a confidential basis and is usually non-binding. It may include suggestions of amendments to ensure compliance with the rules. Copy advice is provided upon the request of advertisers, agencies or the media.	Yes or No
16.	Number of copy advice	If the SRO provides copy advice, how many requests for copy advice did the SRO process during most recent calendar year?	Digits [no decimals]
17.	Total enquiries	Total number of pre-clearance and copy advice notices issued by the SRO in the most recent calendar year (sum of fields 14 and 16)	Digits [no decimals]

B. Complaints

	<i>Field name</i>	<i>Description</i>	<i>Answer format</i>
18.	Consumer complaints	Does the SRO handle complaints from consumers on individual ads?	Yes or No
19.	Number of consumer complaints	How many consumer complaints did the SRO examine in the most recent calendar year? Consumer complaints include both complaints submitted by individual physical persons and by organizations representing consumers' interests. In case several complaints are received on the same ad and handled as a single case, all underlying complaints should be counted. Similarly, in the case of petitions, each signature should be counted as a complaint. A complaint is defined as an expression of concern about a particular ad which requires a response. It may include one or several concerns about the given ad by the same complainant.	Digits [no decimals]

19.	Decisions publicly available	Are the decisions on consumer complaints on individual ads publicly available, e.g. on the SRO's website?	3 possible answer choices: Yes, in full Yes, in part No
20.	Public decisions	Hyperlink to the list of decisions on individual ads, where these are at least partly publicly available online	Free text [hyperlink]
21.	Competitor complaints	Does the SRO handle complaints from competitors of the advertiser on individual ads?	Yes or No
22.	Number of competitor complaints	How many competitor complaints did the SRO examine in the most recent calendar year?	Digits [no decimals]
23.	Number of other complaints	How many complaints from other entities than competitors and consumers did the SRO examine in the most recent calendar year?	Digits [no decimals]
24.	Total complaints	Total number of consumer, competitor and other complaints on individual ads processed by the SRO in the most recent calendar year (sum of fields 19, 22 and 23)	Digits [no decimals]