



PAGB Terms of Approval for Advertising

1. We confirm that we approve the advertising claims made in the attached advertising material submitted to us by you (the "Material") in accordance with the obligations of a member of the PAGB. Our approval is given on the strict understanding that:
2. You remain obliged to ensure that the Material complies in all respects with all applicable legal and regulatory requirements (including but not limited to those of the PAGB and other self-regulatory requirements) and any relevant product authorisation ("Relevant Requirements"), as our approval is only one element of your necessary due diligence;
3. You will fully comply with any conditions which we have applied or may apply to our approval, including but not limited to making (before the Material is made available to the public) any amendments which we may require or have required, but you must not make any other amendments to the Material without our approval;
4. We may withdraw our approval at any time, without any liability whatsoever, whether due to a change in Relevant Requirements, changes in circumstances, available evidence or otherwise;
5. Third parties may decline to publish, broadcast or accept the Material despite our approval;
6. Our approval does not constitute an endorsement of the relevant products or services, nor of any claim, statement, representation or warranty given or made in relation to them, whether in the Material or otherwise;
7. You are responsible in all respects for the factual accuracy of the Material and will provide substantiation immediately if and when required to do so by any relevant body or authority;
8. Our approval is given only in relation to products which are "in membership" of the PAGB, based on our understanding and knowledge of Relevant Requirements and practice and of the information available to us at the time of the approval, including any evidence provided to us by you or on your behalf. Relevant Requirements (and their interpretation) may well change from time to time and their application and interpretation is a matter for the appropriate regulatory authorities and/or the Courts. It is your responsibility to respond to, or seek fresh approvals as a result of, changes in Relevant Requirements (and/or their interpretation by the appropriate regulatory authorities or the Courts) and/or in available evidence; and
9. We shall not be under any obligation to approve any identical or similar material subsequently submitted to us by you or on your behalf.