

About the *Canadian Code of Advertising Standards*

Truth. Fairness. Accuracy.

The *Canadian Code of Advertising Standards (Code)* sets the criteria for acceptable advertising in Canada.

Created by the advertising industry in 1963 to promote the professional practice of advertising, the *Code* is the cornerstone of advertising self-regulation in Canada.

Administered by ASC, the *Code* is regularly updated to ensure it is current and contemporary. It contains 14 clauses that set the criteria for advertising that is truthful, fair and accurate. These clauses form the basis for the review and adjudication of complaints submitted to ASC under the consumer complaint procedure, special interest group complaint procedure, and trade dispute procedure.