



Advertising Standards Authority
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Mr I Castro
119 Braybrooke Road
Hastings
East Sussex
TN34 1TQ

Please Quote: A08-74444
0207 492 2172
Samw@asa.org.uk

27 November 2008

Dear Mr Castro

YOUR COMPLAINT ABOUT HASTINGS BOROUGH COUNCIL & JERWOOD FOUNDATION

Thank you for your patience while we assessed your complaint. We think you have a valid point and, with a view to acting quickly, we'll instruct the advertisers to change their ad. We'll ask them to ensure future advertising of this nature is clearly labelled as an advertising feature and will get an assurance from them that they will make that change.

We shouldn't need to contact you again. However, once we've resolved your complaint, basic information including the advertisers' name and where the ad appeared will be published on our website, www.asa.org.uk.

If the advertisers don't co-operate with us, we may have to think about other ways to resolve your complaint, including conducting a formal investigation that involves the ASA Council. If that happens, we'll contact you again.

Thank you for taking the time and trouble to write to us. If you'd like some more information about what we do and the action we've taken against advertisers who break the code, please have a look on our website.

Yours Sincerely

Sam Wilson
Complaints Executive

We shall use the information you have given us, together with other information from or about you, to deal with your complaint. We may contact you to assess the quality of our services or to give you information about our activities, which might interest you. If you do not want to be contacted for that purpose, please let our Data Protection Officer know at the above address or by e-mail at data.protection@asa.org.uk. For further information about our Data Protection Policy please refer to our website www.asa.org.uk.

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