



The Consumers Interest Alliance Inc. provides a consumer representative to **Advertising Standards Canada**.

Advertising Standards Canada reviews advertising complaints, using a panel with three representatives, each from three sectors - consumers, companies responsible for the advertisement and the advertising agency. The complaint is reviewed to determine whether or not the advertisement in question breaks the Canadian Code of Advertising Standards.

Advertising Standards Canada does not mediate trade disputes. It does pre-approve advertisements for alcohol and for advertising that is aimed at children.

For further information, including instructions on how to make a complaint, visit - www.adstandards.com