ADVERTISING
Advertising can include, but is not restricted to, adverts,
leaflets, brochures and websites.
The general principle is that the advertisement should be
legal, decent, honest and truthful and does not give a
misleading impression. An advert can be deemed
misleading either by a statement or the omission of a
quantifying statement.
It is important to note that where premises were
members of an approval scheme but have decided to
withdraw from them, you must remove all reference to
this previous approval from your premises, paperwork
and advertising material.
Please check your advertising material on a regular basis.
If something has changed which makes your
advertisement inaccurate, then amend it and advise all
affected customers who have already booked. You
should be aware that if a customer has relied on
misleading information or a misrepresentation given in
the advertising material, then that customer may be able
to claim damages against you and, or cancel the contract.

Guidance on Advertising