

Updated 25th July 2018

COMPLAINTS POLICY AND GUIDELINES FOR CIAO MAGAZINE - ADVERTISING

We take your complaints very seriously and would like to resolve them as quickly and as seamlessly as possible.

Complaints may relate to advertisements both on-line and/or in print and may be made by any person or business. Where there are several separate complaints about the same material, complainants will be notified individually of the decision and of the final outcome.

Complaints normally should be made within thirty days of the first publication of the relevant material. We do not address complaints older than 12 months.

We cannot address the complaint if it is being dealt with under another law or by another body

Please include in your complaint information about any legal proceedings against the publisher.

HOW TO COMPLAIN

Step 1:

Email or call us with the date and details of the image or material that you wish to complain about. Please include whether the content is on-line or in print and where possible the advertisers name.

Step 2:

An acknowledgement of receipt of the complaint will be provided within 24 hours with a contact person's details from our office. This person (usually the publisher) will be responsible for investigating the grounds for your complaint.

Step 3:

The publisher will consider the following before contacting the advertiser:

- Is the advertisement accurate?
- Has the Advertiser breached the code of ethics developed by the [Australian Association of National Advertisers \(AANA\)](#), including advertising to children and a code for advertising food and beverages.

Step 4:

The publisher will make a determination and contact the advertiser to cease publication of the advertisement and address the complaint or dismiss the complaint.

Step 5:

If you are satisfied with the outcome to resolve your complaint, we will close your complaint on the basis that it has been adequately dealt with.

If you are unsatisfied with the outcome to resolve your complaint you may consider:

- approaching the [Ad Standards](#) Bureau. You can complain in writing to the ASB about health and safety issues, the use of language, the discriminatory portrayal of people, concern for children, and portrayals of violence, sex, sexuality and nudity. The ASB refers complaints to the Advertising Standards Board for determination.
- the [Ad Standards Industry Jury](#) for complaints about the truth, accuracy and legality of advertisements run by a business competitor.

More information can be found here www.adstandards.com.au

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For more information or clarification on the above please contact the publisher below:

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