



Complaint Form: Advertising / Commercial Communications

Making a Complaint

You **must** complete this form **in full**.

If you would like further help or advice, please contact one of Kfm’s staff on the number provided on this form or by e-mail, complaints@kfm.ie

Under Sections 48(1)(d) the Children’s Advertising Code & the General Advertising Code of the Broadcasting Act 2009, any viewer or listener may refer a complaint to the BAI if they are unhappy about advertising / commercial communication content on an Irish licensed broadcasting service, both radio and television.

Your complaint must be made no later than **30 days** after the broadcast.

When submitting a complaint concerning a commercial communication, a complainant may refer to the BAI Children’s Advertising Code or the BAI General Advertising Code.

A **commercial communication** is defined as ‘any form of announcement on radio and television coming within the recognised character of advertising, sponsorship and teleshopping and any other form of commercial promotion.’

General Advertising Code	Children’s Advertising Code
<p>Main Sections: -</p> <p>3 General principles and rules applying to all commercial communications (including the protection of the individual & society; offence, harm and human dignity; transparency; and assessment)</p> <p>4 General rules pertaining to all advertising</p> <p>5 Rules pertaining to specific advertising techniques</p> <p>6 Rules pertaining to teleshopping</p> <p>7 Rules pertaining to sponsorship (including competitions)</p> <p>8 Rules pertaining to specific products and services</p> <p>9 Prohibited communications</p> <p>10 Appendix (a list of principal legislation that may affect commercial communications)</p>	<p>Main Sections: -</p> <p>1 Social values</p> <p>2 Inexperience and credulity</p> <p>3 Undue pressure</p> <p>4 Special protection for children in advertising</p> <p>5 General safety</p> <p>6 Violence</p> <p>7 Diet and Nutrition</p> <p>8 Parental responsibility</p> <p>9 Programme characters</p> <p>10 Product prohibitions and restrictions</p> <p>11 Identification and separation</p> <p>12 Insertion of advertising</p>

For office use only: Ref. No.

Details of complaint	Please complete these details in full.
Name of Station	
Advert Title / Broadcast Item	
Date of Broadcast: dd/mm/yr	
Time of broadcast (if applicable)	

Is the complaint an infringement of:	Please select relevant category
48 (1)(d) General Advertising Code	
48 (1)(d) Children's Advertising Code (<i>Children's advertising refers to advertising that promotes products, services or activities that are deemed to be of particular interest to children and/or are broadcast during and between children's programming. Children's programmes are programmes that are commonly referred to as such and/or have an audience profile of which over 50% are under 18 years of age</i>)	

Please complete this section **briefly**, summarising the main points of your complaint (alternatively, you may attach your complaint to this form).

Please note: complaints concerning station programme promotions, including film trailers should be submitted on a 'programme complaint form' under harm & offence – The Code of Programme Standards.

For office use only: Ref. No.

Date (form completed): _____

Complainant:	Please complete these details in full.
Surname	
First Name	
Mr. / Mrs. / Ms.	
Address	
Daytime Phone Number	
Email (if applicable)	
Fax Number (if applicable)	

The personal contact details submitted are for use by Kfm only.

Is the matter complained of the subject of any proceedings in a court of law in the Republic of Ireland?

How to make a complaint

All complaints **must**

- be in writing, preferably by completing the relevant 'Complaint Form' for programmes or advertisements/commercial communications
- be made no later than 30 days after the date of the broadcast
- relate to a broadcast by an Irish broadcasting service
- come within the relevant broadcasting codes and/or legislation
- include a short summary of what concerned you

Copies of both advertising codes are available on the BAI website, www.bai.ie or on request from the BAI's offices.

To finish, please read through the above form to ensure all your details are correct.

You may post, e-mail or fax this complaint form to Kfm. The relevant contact details are: -

Kfm Radio
Kfm Broadcast Centre,
Newhall,
Naas.

Telephone: 045 898 999
Fax: 045 898 993
Email: complaints@kfm.com
Website: www.kfmradio.com