



Laura Smith <lsmith@truthinadvertising.org>

ASA Complaint Ref: A14-276453

Alison Farrow <AlisonF@asa.org.uk>

Tue, Aug 19, 2014 at 8:00 AM

To: "lsmith@truthinadvertising.org" <lsmith@truthinadvertising.org>

Dear Ms Smith,

Your complaint about Vemma Europe

Thank you for contacting the Advertising Standards Authority.

I'm sorry to tell you that we are unable to deal with your complaint directly on this occasion as Vemma Europe are based and registered in Ireland. Our Codes can only be applied to advertisers based in the UK or using a UK platform to advertise, and unfortunately, advertisers that are based abroad are under no obligation to act in accordance with the UK Code of Non-broadcast Advertising Practice, Sales Promotion and Direct Marketing (CAP Code).

However, you may be interested to know that we have an agreement with a European-wide (and beyond) alliance of advertising regulators, EASA, and will therefore refer the matter to our counterparts in Ireland for consideration.

We understand that some overseas authority's pass on the details of complaints to advertisers, so if you do not wish to be identified to the advertiser, we'd ask that you please confirm this to us before we refer on your complaint.

In order to conclude this matter as soon as possible, I would be grateful if you could respond by Monday 25 August. If we don't hear from you at all by this date, we shall assume that you don't wish us to refer your complaint at this time and shall close our file on that basis. But please do let me know if you need more time.

Thank you for your time and assistance and I look forward to hearing from you.

Kind regards,

Alison

Alison Farrow

Complaints Executive

Direct line 020 7492 2111

Advertising Standards Authority

Mid City Place, 71 High Holborn

London WC1V 6QT

Telephone 020 7492 2222

www.asa.org.uk

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Legal, decent, honest and truthful

The Advertising Standards Authority (ASA) and the Advertising Standards Authority (Broadcast) Ltd will use the information you have given us to deal with your complaint. If your complaint falls under the remit of a different regulatory body, we will normally pass it on to that body. If you are seeking suppression from an advertiser's database or have not received goods or a refund, we will pass the details of your complaint to the advertiser so it can take action.

We would like you to be available to take part in the ASA's customer satisfaction research. On our behalf, an independent research company contacts complainants by email. If you did not opt-out when completing our online complaint form, or made your complaint in writing or by phone and do NOT want to participate in this research please email data.protection@asa.org.uk or write to Advertising Standards Authority, Freepost LON20659, LONDON, WC1V 6BR. We will not contact you for marketing purposes unless you have given us permission to do so. You can register on our website for communications you would like to receive from us, and can amend your choices at any time. We will not sell, rent or exchange your details with any other organisation. Our full Privacy Policy can be found at www.asa.org.uk

The Advertising Standards Authority Ltd, Registered Number 0733214
The Advertising Standards Authority (Broadcast) Ltd, Registered Number 5130991
The Committee of Advertising Practice Ltd, Registered Number 8310744
The Broadcast Committee of Advertising Practice Ltd, Registered Number 5126412

Registered Office: Mid City Place, 71 High Holborn, London, WC1V 6QT

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8/19/2014

Truth In Advertising Mail - ASA Complaint Ref: A14-276453

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