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The UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code) is the rule book for non-broadcast advertisements, sales promotions and direct marketing communications (marketing communications) through

media. The CAP Code - Advertising Standards Authority (ASA) is the rule book for non-broadcast advertisements, sales promotions and direct marketing communications (marketing communications) through media. The CAP Code - Advertising Standards Authority (ASA) is the rule book for non-broadcast advertisements, sales promotions and direct marketing communications (marketing communications) through media.

Through their membership of CAP member organisations, or through contractual agreements with media publishers and carriers, those businesses agree to comply with the Code so that marketing communications are legal, decent, honest and truthful and consumer confidence is maintained.

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