

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

*A **commercial communication**: types of commercial communications include advertising, sponsorship, teleshopping and product placement but do not include public service announcements and charity appeals broadcast free of charge. Please refer to the General and Commercial Communications Codes for a complete definition.*

General Commercial Communications Code	Children's Advertising Code
<p>Main Sections: -</p> <ul style="list-style-type: none"> 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) 4 General rules pertaining to all advertising and teleshopping 5 Rules pertaining to specific advertising techniques 6 Rules pertaining to sponsorship 7 Television product placement 8 Rules pertaining to specific products and services 9 Prohibited communications 10 Appendix (a list of principal legislation that may affect commercial communications) 	<p>Main Sections: -</p> <ul style="list-style-type: none"> 5 Social values 6 Inexperience and credulity 7 Undue pressure 8 Special protection for children in advertising 9 General safety 10 Violence 11 Diet and Nutrition 12 Parental responsibility 13 Programme characters 14 Children's advertising, sponsorship & product placement 15 Prohibitions & Restrictions Social values



<i>Details of complaint</i>	<i>Please complete these details in full.</i>
Programme Title / Broadcast Item	
Programme date: dd/mm/yr	
Time of broadcast (if applicable)	

<i>Is the complaint an infringement of:</i>	<i>Please select relevant category</i>
48(1)(a) Objectivity & Impartiality in news	
48(1)(a) Fairness, Objectivity & Impartiality in current affairs	
48(1)(b) Harm & Offence (Code of Programme Standards)	
48(1)(b) Law & Order	
48(1)(c) Privacy of an individual	
48(1)(d) General Commercial Communications Code	
48(1)(d) Children's Commercial Communications Code (<i>advertising, sponsorship and product placement 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).

A large empty rectangular box intended for the user to write a brief summary of their complaint.



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 FM104 only.

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

Yes	No



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

**Please post or e-mail this complaint form to FM104.
The relevant contact details are:**

Complaints Officer,
FM104,
Macken House,
Upper Mayor St,
North Wall,
Dublin 1

Telephone: 01 500 6600

Fax: 01 668 9545

Email: complaints@FM104.ie

Website: www.FM104.ie