

1. In these Conditions 'Advertiser' should mean advertising agency where an advertising agency is used and in any other case it shall mean the person, firm or company and/or its agent placing the order for an insertion of an advertisement: and where an advertising agency is used the relationship between the Chartered Trading Standards Institute and the agency is that the order is and shall be treated as issued by the advertising agency as a principle and there shall be no contract between the agency's client and Chartered Trading Standards Institute, nor shall the agency's client be able to claim upon the contract of the agency with the Chartered Trading Standards Institute.
2. I accept that the Chartered Trading Standards Institute may undertake certain checks, in connection with any booking and I hereby give my explicit consent (in accordance with Schedule 3.1 of the Data Protection Act 1998) for them to make enquiries of my local Trading Standards office (or other 'Home Authority', if applicable), and conduct searches of its Interlink (Trading Standards internal information service), Credit Reference Agency databases, etc for the purpose of identifying any adverse trading history against me.
3. Advertisements are accepted subject to copy and illustrations being in accordance with the standards of the Chartered Trading Standards Institute and subject to space being available and subject to status of

18. Payments, which are to be made in advance, must be received by The Chartered Trading Standards Institute two weeks before copy deadline for the issue in question.
19. Charges will be made to the Advertiser where the printers are involved in extra production work owing to acts or defaults of the Advertiser. These charges will be as agreed prior to publication
20. The placing of an order for the insertion of an advertisement in any of The Chartered Trading Standards Institute's publications shall constitute
- (a) an undertaking by the Advertiser to The Chartered Trading Standards Institute that an advertisement/insert:
- (i) Complies (if relevant) with all relevant UK legislation (including any statutory enactment or modification thereof), The Financial Services Act 1986 and any other relevant legislation;
 - (ii) Does not contain material that is illegal or defamatory or an infringement of any other parties rights;
 - (iii) Is legal, decent, honest and truthful so as to comply with the British Code of Advertising Practice (for the time being in force) and other codes under the general supervision of the Advertising Standards Authority.
- (b) And acceptance that any conditions stipulated on any other order form or elsewhere by an Advertiser shall be void in so far as they conflict with the above conditions.
20. All gross advertising rates are subject to a 0.1% Advertising Standards Board of Finance surcharge, payable by Advertisers. When orders are placed by advertising agents the agency will be responsible for collection and paying these surcharges. Where direct advertising is placed, The Chartered Trading Standards Institute will collect the surcharge and pass it on to the Advertising Standards Board of Finance.
21. Where The Chartered Trading Standards Institute provides a Reader Reply Brochure Service for the benefit of its readers, it shall not be under any obligation to pass such enquiries to the Advertiser.

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