

## 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 the LifeFM's staff on the number provided on this form or by e-mail: [complaint@lifefm.ie](mailto:complaint@lifefm.ie)

Under Sections 48(1)(d) [Children's Commercial Communications Code & General Commercial Communications Code] of the Broadcasting Act 2009, any listener may refer a complaint to LifeFM if they are unhappy about advertising / commercial communication content on our broadcasting service.

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 Children's Commercial Communications Code or the General Commercial Communications Code.

**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.*

<b>General Commercial Communications Code</b>	<b>Children's Commercial Communications Code</b>
<p><b>Main Sections: -</b></p> <ul style="list-style-type: none"><li><b>3</b> General principles and rules applying to all commercial communications (including the protection of the individual &amp; society; offence, harm and human dignity; transparency; and assessment)</li><li><b>4</b> General rules pertaining to all advertising and teleshopping</li><li><b>5</b> Rules pertaining to specific advertising techniques</li><li><b>6</b> Rules pertaining to sponsorship</li><li><b>7</b> Television product placement</li><li><b>8</b> Rules pertaining to specific products and services</li><li><b>9</b> Prohibited communications</li><li><b>10</b> Appendix (a list of principal legislation that may affect commercial communications)</li></ul>	<p><b>Main Sections: -</b></p> <ul style="list-style-type: none"><li><b>5</b> Social values</li><li><b>6</b> Inexperience and credulity</li><li><b>7</b> Undue pressure</li><li><b>8</b> Special protection for children in advertising</li><li><b>9</b> General safety</li><li><b>10</b> Violence</li><li><b>11</b> Diet and Nutrition</li><li><b>12</b> Parental responsibility</li><li><b>13</b> Programme characters</li><li><b>14</b> Children's advertising, sponsorship &amp; product placement</li><li><b>15</b> Prohibitions &amp; Restrictions</li></ul>

LifeFM Complaint Form

For office use only: Ref. No.
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<b>Details of complaint</b>	<b>Please complete these details in full.</b>
Name of Station	LifeFM
Advert Title / Broadcast Item	
Date of Broadcast: dd/mm/yr	
Time of broadcast (if applicable)	

<b>Is the complaint an infringement of:</b>	<b>Please select relevant category</b>
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).

*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.*

**Date (form completed):**

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<b>Complainant:</b>	<b>Please complete these details in full.</b>
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 the LifeFM only.**

Any correspondence relating to this complaint with the relevant broadcaster should be attached to this form.

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

Yes	No

### 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 on LifeFM
- come within the relevant broadcasting codes and/or legislation
- include a short summary of what concerned you

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***All complaints considered by the LifeFM can be made publicly available, including the name of the complainant but not contact details. However, in the event that a complainant has valid concerns relating to privacy issues in making a complaint, in particular under Section 48(1)(c) of the broadcasting Act, 2009 (Privacy of an Individual), LifeFM may consider requests from the complainant for anonymity.***

*Copies of both advertising codes are available on the BAI website: [www.bai.ie](http://www.bai.ie) or on request from the BAI's offices (01 - 6441200)*

**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 the LifeFM. The relevant contact details are: -**

The Station Manager  
LifeFM, Unit G  
Deanrock Offices, Togher  
Cork

Telephone: 021 - 4964444  
Email: [complaint@lifefm.ie](mailto:complaint@lifefm.ie)  
Website: [www.lifefm.ie](http://www.lifefm.ie)