

## IFOMPT website Advertising Guidelines

---

These Advertising Guidelines are intended to promote truth and accuracy in advertisement but are not intended for the purposes of subjugation, and, therefore, is not intended to protect, question, or alter the personal or professional choices of any person(s) who choose to associate with an advertisement or its ownership.

1. All advertisers (businesses, institutions, foundations, agencies, groups, committees, and/ or individuals) who pay for advertising with IFOMPT are ultimately responsible for any advertisements regarding themselves, their programs, their associations, or on their own behalf.
2. Advertisements must be true, accurate, and verifiable by any and all who may, or may not, come into contact with the advertisement.
3. Advertisements must be easy for the consumer to understand.
4. Advertisements must be truthful and not be deliberately misleading.
5. Any advertisements that invoke a formal question, complaint, or similar submission suggesting that the advertisement creates confusion or misunderstanding is subject to the following:
  - a. Immediate correction or clarification of the message within the advertisement that generated the formal concern.
  - b. A formal address by the advertising group to both the parties who submitted the formal concern and to any group who may have come into contact with the content in question, clarifying the intended meaning of the advertisement message.Such formal question, complaint, or submission must be lodged to the Executive Committee in writing and must contain the name and contact details of the complainant, an outline of the complaint, including supporting evidence as well as their proposed action in response to the complaint.

The Executive Committee will review the complaint and interact with both the advertiser and complaining party with a view to deciding on how to proceed. Such decision will be binding, and no further interaction will take place once resolved. A register of such matters will be kept for use as precedence for future cases to ensure all such matters will be handled consistently.
6. The IFOMPT Executive Committee reserves the right to remove, refute, or refrain from continuing any advertisement that:
  - Violates the Advertising Guidelines.
  - Fails to correct confusing or misleading statements as indicated in the advertising guidelines.
  - Is found to have advertisements with other parties outside of IFOMPT that contain information or content which conflicts with the Advertising Guidelines and that has the potential to come into contact with individuals associated to IFOMPT.