

ADVERTISER'S CONFIRMATION OF SUBSTANTIATION FOR CLAIMS IN VOD ADS

From: [name] at [name of company]

To: Clearcast Limited

Date: [date]

[insert details of the Advertisement]/[insert details of the relevant claim[s] in the Advertisement (“the Claim[s]”)]

As required by rule 3.7 of the CAP Code, We confirm that we hold evidence to substantiate the above claim(s) in our VOD ad. We understand that we need to provide this evidence to the ASA if the claims are challenged.

Yours sincerely

[The Advertiser]