

Attestation for Ad Standards Clearance Services

To: Ad Standards

From: _____ (the "Advertiser")
(Name of advertiser)

Re: _____, _____
(Script name) (Media)

Date: _____

I hereby attest that the Advertiser has up-to-date, competent, and reliable evidence on file that substantiates the following claim(s):

Provide claim or description of demo or other stated or implied representation for which Ad Standards Clearance Services has requested an attestation below. Additional claims can be attached as a separate document, if required.

Claim:

Claim:

Claim:

I understand that:

- The onus is on the Advertiser to ensure that all claims are supported by competent and reliable evidence.
- Unless otherwise stated, Ad Standards Clearance Services does not evaluate the sufficiency of studies, research, testing, or other documentation in support of claims as part of the preclearance process. The onus is on the Advertiser to ensure that all claims are sufficiently supported and that the advertising otherwise complies with all applicable laws.
- Ad Standards' review of the advertising and claims does not constitute legal advice.
- This attestation is valid for a maximum of one (1) year.

I confirm that to the best of my knowledge and belief, the foregoing are true statements as of the date first noted above.

Signed:
(I have authority to bind the Advertiser)

Name: _____

Title: _____

Email: _____

Phone: _____