

Complex Complaint – Estimated “Start-to-Finish” Timelines under the Procedure

ACTIVITY – COMPLAINT PROCESS	“WORKING DAY” – STARTING WHEN COMPLAINT IS FILED																																					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	
COMPLAINT FILED WITH COMPLAINT FILING FEE																																						
AD STANDARDS ACCEPTS/REJECTS COMPLAINT																																						
AD STANDARDS SENDS ACCEPTED COMPLAINT TO DEFENDANT																																						
DEFENDANT’S RESPONSE TO COMPLAINT SENT TO AD STANDARDS & COMPLAINANT																																						
COMPLAINANT’S REPLY TO DEFENDANT’S RESPONSE SENT TO AD STANDARDS & DEFENDANT																																						
DEFENDANT’S REPLY TO COMPLAINANT’S REPLY SENT TO AD STANDARDS & COMPLAINANT																																						
AD STANDARDS SENDS FILE TO AD DISPUTE PANEL UPON RECEIPT OF THE APPLICABLE ADJUDICATION FEE																																						
ADJUDICATION BY THE AD DISPUTE PANEL																																						
PANEL CHAIR ISSUES WRITTEN DECISION																																						

Colour Legend

	Complainant Advertiser		Defendant Advertiser
	Ad Standards		Adjudication Panel

Note 1: The timeline above will be extended by the time/working days required for Resolution Meeting(s) if the parties request/hold one.

Note 2: Unless expressly stated otherwise by Ad Standards, each “working day” ends at 5:00 pm ET. Materials received after 5:00 pm ET will be treated as received the following “working day”.