

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”.