

Simple 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
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																											
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”.