

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	Blue																																						
AD STANDARDS ACCEPTS/REJECTS COMPLAINT		Purple	Purple	Purple																																			
AD STANDARDS SENDS ACCEPTED COMPLAINT TO DEFENDANT					Purple																																		
DEFENDANT’S RESPONSE TO COMPLAINT SENT TO AD STANDARDS & COMPLAINANT						Green	Green	Green	Green	Green	Green	Green	Green	Green	Green																								
COMPLAINANT’S REPLY TO DEFENDANT’S RESPONSE SENT TO AD STANDARDS & DEFENDANT																	Blue	Blue	Blue	Blue	Blue																		
DEFENDANT’S REPLY TO COMPLAINANT’S REPLY SENT TO AD STANDARDS & COMPLAINANT																						Green	Green	Green	Green	Green													
AD STANDARDS SENDS FILE TO AD DISPUTE PANEL																											Purple												
ADJUDICATION BY THE AD DISPUTE PANEL																																							Orange
PANEL CHAIR ISSUES WRITTEN DECISION																																							Orange

- Colour Legend**
- Complainant Advertiser
 - Ad Standards
 - Defendant Advertiser
 - 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”.