

# Communications Code of Practice

Coeliac UK engages with a number of Companies either in return for promotional, sponsorship or affinity opportunities or in the preparation of information for its Members. This does not infer or insinuate any relationship with the Charity or any preference or endorsement by the Charity of that organisation or its products. No representation of this relationship by a Company should suggest otherwise.

This document aims to give guidance and instruction to Companies about communications where reference is being made to Coeliac UK, its name, trademarks, intellectual property or personnel.

## General

1.0 The Charity should always be referred to as “Coeliac UK”. No other variations are acceptable eg Coeliac Society.

2.0 Coeliac UK is the leading Charity working to improve the lives of those with coeliac disease and dermatitis herpetiformis (DH).

3.0 Companies who have registered their gluten-free products with the Charity, who hold a licence to use the Crossed Grain symbol or who are recognised by Coeliac UK as a reputable commercial partner may use the phrase “working with Coeliac UK”.

4.0 Companies who have an affinity partnership arrangement with the Charity may in addition or as an alternative use the phrase “working in partnership with Coeliac UK”.

5.0 Companies who are accredited by Coeliac UK may use the phrase “accredited by Coeliac UK”.

6.0 Companies who have successfully completed Coeliac UK face to face catering training or completed the Charity’s online catering module may use the phrase “completed Coeliac UK’s online catering training”.

## Trademarks

7.0 There are strict guidelines around the use of Coeliac UK’s numerous trademarks, and these trademarks can only be used with the expressed permission of Coeliac UK. These trademarks are Coeliac UK’s corporate logo, the Crossed Grain symbol, and the GF and NGCI accreditation symbols. No other logo or representation of the Charity’s logo should be used to promote the work of Coeliac UK.

8.0 Instructions on how to apply the logos correctly can be found in Coeliac UK’s ‘Brand and Communication Guidelines – a guide for commercial partners’, which can be supplied upon request.

9.0 Use of the Crossed Grain symbol in any communication is strictly under licence only. The use of the symbol by licensees is covered in Coeliac UK’s ‘Brand and Communications Guidelines – a guide for commercial partners’, which can be obtained on request.

10.0 No representation, copy or similar device to the Crossed Grain symbol should be created to denote the gluten-free status of a product. The Crossed Grain symbol is a registered trademark and covered by copyright law.

11.0 No representation, copy or similar device to the GF or NGCI symbols should be created to denote the gluten-free or no gluten-containing ingredients status of a dish. The GF and NGCI accreditation symbols are registered trademarks and covered by copyright law.

## Communications

12.0 References to Coeliac UK in the media are subject to the same guidelines as listed in this document. Whilst publicity promoting the Charity’s work is appreciated, it is imperative any references made to the organisation, its work or personnel is agreed with Coeliac UK prior to publication.

Coeliac UK's 'Brand and Communications Guidelines – a guide for commercial partners' should be referred to when developing communication and advertising materials that reference Coeliac UK or its trademarks, and can be obtained upon request.

13.0 Coeliac UK may be willing to offer assistance with information to be included in a press release eg a suitable quote. However each case will be considered on an individual basis and all requests for assistance must be made with at least one week's notice, prior to publication.

Key facts and statistics on coeliac disease and the Charity can be found in Coeliac UK's 'Brand and Communications Guidelines – a guide for commercial partners'.

14.0 In the event of a crisis issue arising relating to a Company's gluten-free products or services that are linked to Coeliac UK's corporate or licensed trademarks, please contact Coeliac UK as soon as possible.

Coeliac UK's Communications Team will be available to advise and assist with the management of the problem, where appropriate.

15.0 Information created and published in our printed or digital communications or discussed in private conversations with Coeliac UK personnel is subject to copyright law and is the property of Coeliac UK. It may not be reproduced without express agreement of the Charity prior to publication.

16.0 Coeliac UK retains the right to refuse to publish promotional material that contains health claims not expressly supported by substantive scientific and clinical research or recognised by the European Food Safety Authority. This will include reference to suggestions that a gluten-free diet would be beneficial for conditions other than coeliac disease and dermatitis herpetiformis.

17.0 The Advisory Committee on Borderline substances (ACBS) has published guidance for companies wishing to promote their gluten-free products available on

prescription. Coeliac UK will not be responsible for policing this policy but may refuse to publish promotional material that directly infringes the ACBS policy. Guidance from ACBS should be sought by the Company concerned if there is any doubt about the policy.

18.0 Coeliac UK recognises that Companies feel the need to include generic information about coeliac disease, following a gluten-free diet or health associated advice in their communications. However the Charity retains the right to refuse publication of promotional material from a Company in its communications that includes advice contrary to or contradictory to that given by Coeliac UK to its Members.

Coeliac UK reserves the right to refuse to publish information from Companies that could be deemed to be in competition with the Charity's Membership services.

19.0 Commercial organisations have a responsibility to review and amend any existing publications based on the guidance laid out in this document and the accompanying 'Brand and Communication Guidelines – a guide for commercial partners', to ensure that terminology and factual information is correct and up to date. Coeliac UK reserves the right to refuse to publish any advertising or editorial content that has been developed post launch of the Code of Practice and Brand and Communication Guidelines, if content is incorrect.

20.0 Coeliac UK must remain impartial throughout its social media communication channels. We are therefore unable to promote and link directly to a Company's website, Facebook or Twitter account unless as part of a paid for sponsorship or agreed advertising package. Promotional posts made by Companies on Coeliac UK social media sites will not be accepted.

Reference made to the Charity on a Company's social media sites are subject to the same rules as discussed earlier in this document.

21.0 Sponsors, affinity and accredited partners of Coeliac UK may be promoted directly via the Coeliac UK Food Twitter account as per original terms and conditions agreed between both parties.

22.0 Wherever possible Companies promoting their brands via Coeliac UK publications should include full contact information. This preferably would include a telephone number, website address, email address and postal address, if appropriate.

**For all enquiries please contact:**

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Please note:

These guidelines are subject to change. If you require further clarification on any issue covered in this document, please contact us prior to publication.

Coeliac UK will not be held responsible for any errors, health claims or contraventions in any adverts published on behalf of its commercial partners. However, it reserves the right to refuse to publish any material deemed unsuitable under the Advertising Standards Authority guidelines

[www.asa.org.uk/advertising-codes.aspx](http://www.asa.org.uk/advertising-codes.aspx)