

Coeliac UK Advertising and sponsorship policy

Coeliac UK is an independent charity and we receive no government funding for our work. To keep raising awareness, funding research, and providing vital support and member services for people who need us, we're reliant on donations, fundraising, and income from our gluten free food schemes and advertising and sponsorships. We're committed to transparency around these partnerships, and maintain strict high standards, only working with companies whose products and/or services reflect our values and the needs and interests of our audience.

Our rules for advertising

We retain editorial control of advertisements we publish on our channels.

We include adverts in our printed and digital communications, both on a 'one off' basis and as part of a schedule of activity. However, we are committed to the following limits to ensure the best experience for our community:

- planning to ensure advertisements are relevant to the community member(s) they are aimed at
- planning to ensure advertisements published are for a variety of products and/or services that are readily and easily accessible to people in the UK
- consideration given to differences between devolved nations
- set limits annually on the number and frequency of adverts placed
- the list of advertisement options available for external partners to purchase will be maintained and regularly reviewed. This list will be available on request from marketing@coeliac.org.uk.

We also make sure that the content of any advertisements meets our standards and do not advertise or promote in any way:

- Prescription only products (which are subject to the Association of British Pharmaceutical Industry [Code of Practice for the Pharmaceutical Industry 2021](#), which we abide by)
- Products which require medical supervision/guidance from a healthcare professional: supplements, vitamins and minerals products, nutraceuticals including probiotics and prebiotics
- Gluten free beers made from gluten containing grains which do not carry the Crossed Grain trademark (as we do not know enough about the manufacturing and production of these products)

We may also include advertisements for our own products and services (such as membership benefits), and these, like all other advertising, are subject to the requirements of the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code).

In addition, any claims in made in adverts are subject to our policy and relevant regulations and CAP code:

- Nutrition or health claims are subject to the relevant retained EU regulations (please see complete policy for full details).
- Any other claims, such as 'leading provider' or scientific claims, must be backed up with robust evidence – anything unsubstantiated will be removed.

- Vegan, vegetarian or plant based products – whilst we will include adverts for these products, the gluten free claim must take priority and we will moderate the frequency of these adverts in line with our community's wants and needs.
- Other Free From claims – we will include adverts for these products, but once again the gluten free claim must lead.
- Other 'special diets', such as low fodmap, keto, weight loss, etc, will not be promoted. This is because such diets should be undertaken with the support of a healthcare professional.
- Gluten content – Gluten free as a term is regulated as ≤ 20 mg/kg gluten, we will not publish specific gluten content levels as this will lead to confusion in the community.

Where needed, we will provide additional statements alongside advertising to help our community, for example:

- For gluten free beers made from gluten containing grains that carry the Crossed Grain trademark, we will add a statement highlighting that the beer has been made from a gluten containing grain and the gluten removed during processing.
- For any advertisements or sponsorship related to alcohol we will ensure that they are age appropriate and will include a link to NHS alcohol support.
- For advertisements for the Gluten Free Lottery and our Raffle we will add messaging signposting to the BeGambleAware charity.
- Where a website link directs to a website not containing exclusively gluten free products, we will add a disclaimer to let the reader know.

Sponsorship

You may see sponsored content in our communications both online and in print, from sponsored recipes to sponsored giveaways and events.

All sponsored content is subject to the rules for advertisements outlined above. In addition, we will always make sure it's clear that content has been sponsored.

Regular review

We're constantly reviewing advertisements and sponsorship opportunities to ensure we maintain the high standards set out in our policy.

Find out more

If you want to know more about our Advertising and Sponsorship policy, please contact marketing@coeliac.org.uk to request the full document.