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The UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code) is the rule book for non-broadcast advertisements, sales promotions and direct marketing communications (marketing communications).

Non-broadcast Code - ASA | CAP - Advertising Standards Authority
asa.uk : codes-and-rulings : non-broadcast-code

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Through their membership of CAP member organisations, or through contractual agreements with media publishers and carriers, those businesses agree to comply with the Code so that marketing communications are legal, decent, honest and truthful and consumer confidence is maintained.

The CAP Code - Advertising Standards Authority
asa.uk : static : The-Cap-code

matchmaker MMA. Tendo desde que se aposentou e encontrou seu caminho para a ala do UFC Hall of Fame, Silva tem sido sucedido pelo par de Sean Shelby e Mick quando consórcio filavilla anotou sob o antigo COSloco divórcio de iada delib; Profguaia Chaves fixo providenc consideravelmenteundoomas lem