



Kevin Hollinrake MP
House of Commons
London
SW1A 0AA

Advertising Standards Authority
Mid City Place, 71 High Holborn
London WC1V 6QT
Telephone 020 7492 2222
Email enquiries@asa.org.uk
www.asa.org.uk

kevin.hollinrake.mp@parliament.uk

19 October 2018
By post and email

Dear Mr Hollinrake,

Thank you for writing to me on 13 September about your concerns about the advertising of financial services to businesses.

The ASA works to ensure that the advertising of financial services to businesses is not misleading.

Apologies for the late response, your letter prompted a great deal of discussion with colleagues about this issue. We feel that this is a policy matter and as such I have asked our regulatory policy team to get in touch with you to arrange a meeting to fully discuss the matter.

Yours sincerely,

A handwritten signature in blue ink that reads 'Guy'.

Guy Parker
Chief Executive, ASA

Legal, decent, honest and truthful

Chairman Rt Hon Lord Currie of Marylebone Chief Executive Guy Parker
ASA Council (Broadcast) Tess Alps, Reg Bailey, Kate Bee, Wesley Henderson, Zaid Al-Qassab, Suzanne McCarthy, Shireen Peermohamed, Sam Younger, Tracey Follows and Neil Stevenson
The Advertising Standards Authority (Broadcast) Limited, registered in England No 05130991, Mid City Place, 71 High Holborn, London WC1V 6QT.