



## American Craft Spirits Association

### Advertising Complaint Review Process

If an individual believes that an ACSA member has engaged in advertising or marketing conduct that is inconsistent with one or more guidelines in the ACSA Code of Advertising Practices, the individual should initially contact the ACSA member directly regarding his or her concerns. Beginning in mid-2017, our website will provide a list of ACSA member companies, as well as their contact information. In the meantime, contact us by phone or email to inquire if a distillery is a member company:

**Teresa McDaniel**  
American Craft Spirit Association  
[teresa@americancraftspirits.org](mailto:teresa@americancraftspirits.org)  
502-807-4249

#### Written Complaint Review

If the individual is dissatisfied with the ACSA member's response, the individual is encouraged to file a written complaint through our website (or in the interim until the website link is active, submit a complaint to our Executive Director **Margie A.S. Lehrman** by email at [Margie@americancraftspirits.org](mailto:Margie@americancraftspirits.org)) against the ACSA member with the ACSA. The complaint should contain the following information:

- The complainant's name and contact information (this information will remain confidential and not be disclosed in the review process).
- The ACSA member and the name of the member's product at issue.
- The reasons why the complainant believes the ACSA member's conduct violates the Code.
- A copy of the advertising, although we realize that electronic advertising may be more difficult for some to capture.

Upon receipt of a written complaint, the Chairman of the Ethics Committee will review the complaint. If the complaint is missing essential information set forth above, it will be returned to the complainant with an offer to provide assistance if needed.

If the written complaint contains the essential information, the complaint will be forwarded to the ACSA member responsible for the advertising/marketing conduct. The name of the complainant remains confidential and will not be shared as part of the complaint. The ACSA member will have twenty-one (21) calendar days to respond in writing to the ACSA.

Simultaneously, the ACSA will convene its Advertising Review Panel (ARP). The ARP will be composed of three (3) members of the Ethics Committee. The ARP will rotate through the members of the Ethics Committee and will change for each complaint received. There may be occasions when multiple complaints about a single ad of one ACSA member, or multiple ads by a single member, may be joined into a single complaint for purposes of review.

The ARP will review the complaint and the ASCA member's written response, and render a decision within seven (7) calendar days as to whether the ASCA member violated the Code. The ARP will inform both the complainant and the ASCA member of the decision. If a violation is found, the ACSA member will be asked to revise or withdraw the advertising. The ASCA member may respond in writing to the decision. If the ACSA member refuses to comply with the request their membership in the ACSA will be revoked.

#### **Voluntary Self-Reporting and Compliance**

If more than 30 days prior to the ASCA's receipt of a written complaint, an ASCA member notifies the Chairman of the Ethics Committee that it permanently discontinued the conduct or the dissemination of the advertising or marketing material at issue and the ASCA member has taken all reasonable efforts to withdraw the material from the marketplace, the ARP will notify the complainant that the matter is considered resolved without the need for further ARP review.