

## Table of Contents

Key Principles.....	2
Section 1: Commercial Communication Code Standards .....	2
1.1. Adult Appeal .....	2
1.2. Responsible Drinking.....	3
1.3. Brand Promotions, Events and Competitions .....	3
1.4. Sexual, or Athletic Success and Respect for Others .....	3
1.5. Alcohol Content.....	4
1.6. Health Claims and Product Information.....	4
1.7. Violence and Illicit Activity.....	5
1.8. Responsible Drinking Messages .....	5
1.9. Brand Names.....	5
1.10. Alcohol-Free, Non-Alcohol Beverages.....	5
1.11. Additional Placement Requirements for Specific Media.....	6
Section 2: Code of Conduct Administration and Complaints Process.....	6
2.1. Commercial Communication Enforcement.....	6
2.2. ARB Complaints Review Process and the Alcohol Appeals Committee .....	6
Section 3: Media Placement Requirements for Advertisers and Media Buying Agencies..	7
3.1. Introduction .....	7
3.2. Television.....	7
3.3. Radio .....	8
3.4. Cinema.....	9
3.5. Print.....	10
3.6. Outdoor .....	10
3.7. Advertorials.....	11
3.8. Digital.....	11
3.9. Additional Rules for Sport, Music, Arts, and Cultural Sponsorships .....	12
3.10. Celebrity Fan Pages and Advertising.....	12
3.11. Additional Rules for “Brand Homes” .....	12

## Key Principles

The Code of Conduct is founded upon three fundamental principles. They are:

1. All manufacturers, distributors, and sellers of alcohol have a duty to comply with existing laws, regulations, and licensing requirements, recognising this Code of Conduct builds upon those foundational responsibilities to further the aims of the Act.
2. Society's values and norms are ever-changing, but respect for human dignity is timeless and, therefore, must be demonstrated whenever marketing and promoting alcohol.
3. The approach to enhanced self-regulation set out in this Code of Conduct is a proportionate way to protect consumers and society from improper practices, provide prompt and fair resolution of complaints, and enable legal alcohol to be promoted and sold responsibly in a free market economy.

## Section 1: Commercial Communication Code Standards

### 1.1. Adult Appeal

- 1.1.1 Commercial Communications may only be placed in print, radio, television, or on any form of digital media where, using the best relevant data available, at least 70% of the audience is reasonably expected to be of legal drinking age or older.
- 1.1.2 No billboards advertising an alcoholic beverage brand or product will be placed within 500 meters of schools, community centres or places of worship that are reasonably identifiable as such. In the case of building wraps and billboards larger than Super 96 size, no alcohol beverage advertisement will be placed within 500 meters of schools, community centres or places of worship that are reasonably identifiable as such. Non-product advertising for the sole purpose of communicating alcohol responsibility messages is exempt under this provision. All alcohol beverage advertising on outdoor media will contain an Authorised Drinking Message as set out in Section 1.8.1.
- 1.1.3 Commercial Communications may not use creative themes or elements that are intended to have primary appeal to people under the legal drinking age. "Primary appeal" means the creative themes or elements have a special attractiveness to people under the legal drinking age beyond the general attractiveness to persons of legal drinking age. Prohibited creative elements include cartoons, icons, characters, music, gestures, celebrities, and phrases or expressions that are known to be widely popular, primarily with people under the legal drinking age.
- 1.1.4 The use of sport, music, film or television, or social media personalities ("celebrities"), whether paid or unpaid, in advertising or brand promotions, is acceptable if they are, and appear to a reasonable person to be, at least 21 years of age; shown to be behaving in an acceptable and responsible manner; and are in an age-appropriate setting. The use of celebrities who are at least 21 years of age but who appeal primarily to an underage audience is strictly prohibited, regardless of whether an alcohol or alcohol-free brand. No celebrities may be seen to be consuming alcohol and, if they specifically address their audience, their message must include a responsible drinking statement.

- 1.1.5 All alcohol brand-controlled websites and social media pages must have an age verification mechanism where the visitor attests that she/he is of legal drinking age. When a visitor enters a date of birth indicating she/he is under the legal drinking age, the visitor should be redirected to Aware.org or similar non-profit company website dedicated exclusively to responsible drinking.
- 1.1.6 Commercial Communications should not be placed or advertised on third-party digital platforms that do not have a date of birth verification mechanism or some other verifiable audience demographic measurement system.
- 1.1.7 Whenever user-generated content is on an alcohol brand-controlled website or social media page, all people who are clearly visible must be, and appear to a reasonable person to be, over the legal drinking age unless they are obviously incidental and in the background.
- 1.1.8 Direct Commercial Communications may not be levelled at persons under the legal drinking age and must comply with current regulations to safeguard consumer privacy, ensure data protection, and enable consumers to opt out of future direct communications. In the case of an underage person unintentionally receiving direct communications, parents and/or legal guardians may request the opt-out on their children's behalf.

## **1.2. Responsible Drinking**

- 1.2.1. Commercial Communications that depict responsible drinking among adults as a relaxed, sociable, and enjoyable part of a well-lived life has a role to play in reinforcing a responsible approach to drinking.
- 1.2.2. Commercial Communications should never show drinkers as losing control or having diminished movement, speech, or vision due to drinking alcohol.
- 1.2.3. Commercial Communications must not show or imply drinking before or during activities requiring a high degree of skill, concentration, or sobriety including driving, operating machinery, sporting, or other athletic activities.
- 1.2.4. Commercial Communications may not depict or include visibly pregnant women.
- 1.2.5. Commercial Communications should make it clear that drinking is a personal choice and never disparage people who choose to abstain from drinking or to consume alcohol responsibly.

## **1.3. Brand Promotions, Events and Competitions**

- 1.3.1. No adverts for competitions related to an alcohol brand should be directed primarily at persons under the legal drinking age.

## **1.4. Sexual, or Athletic Success and Respect for Others**

- 1.4.1. Commercial Communications should not imply that drinking resulted in business, social, professional, academic, athletic, financial, or other personal success, nor that drinking can solve personal problems, overcome inhibitions, shyness or social barriers, or enable social acceptance.
- 1.4.2. Commercial Communications should not be suggestive of sexual indulgence or permissiveness; contain sexually lewd or indecent images or language; portray nudity or near-nudity; denigrate individuals based on sexual orientation; denigrate any gender including through distasteful or overt sexual poses or

actions; use gender stereotypes; or claim or imply that drinking can contribute directly to sexual success or seduction. Clothing must be decent, appropriate to the context (e.g., swim attire at a beach or pool), and not sexually suggestive in nature.

- 1.4.3. No Commercial Communications may show an athlete or former athlete consuming alcohol. Sports sponsorships are permitted under this Code of Conduct.
- 1.4.4. Notwithstanding Section 1.4.3, where Commercial Communications celebrate winning results of an athletic competition, they may show depictions of celebration after the competition has finished provided that the athletes are, and appear to a reasonable person to be of legal drinking age.

## **1.5. Alcohol Content**

- 1.5.1. Legislation requires that the alcohol strength be provided to consumers to enable them to make informed choices. Alcohol labels should list the alcohol content of the product in a factual manner only and not as the principal subject of a label.
- 1.5.2. Non-label forms of Commercial Communications should not feature or depict a product's alcohol content unless the alcohol content by volume is at or below 2.5% (i.e., is a lower alcohol product).
- 1.5.3. Advertising of alcohol content is not permitted.

## **1.6. Health Claims and Product Information**

- 1.6.1. Information provided to consumers in Commercial Communication about alcohol consumption must be accurate, evidence-based, and balanced so consumers can make informed decisions about drinking.
- 1.6.2. Producers have an important role in their Commercial Communication to remind consumers of the risks associated with alcohol, and, therefore, must comply with all health warning regulations pertaining to alcohol beverages, including using at least one of the following warnings on alcohol beverage labels:
  - 1.6.2.1. Alcohol reduces driving ability, don't drink and drive.
  - 1.6.2.2. Don't drink and walk on the road, you may be killed.
  - 1.6.2.3. Alcohol increases your risk to personal injuries.
  - 1.6.2.4. Alcohol is a major cause of violence and crime.
  - 1.6.2.5. Alcohol abuse is dangerous to your health.
  - 1.6.2.6. Alcohol is addictive, or
  - 1.6.2.7. Drinking during pregnancy can be harmful to your unborn baby.

Additionally, an Authorised Responsible Drinking Message "Not For Persons Under the Age of 18" must be included on alcohol beverage labels to supplement the warning messages mandated by law.

- 1.6.3. Commercial Communications for alcohol brands may not make or imply health claims or suggest potential net health benefits from consuming certain forms of alcohol, nor may they include terms like "healthier", "better for you", or "safer". Product labels may include factual information about the products such as calorie and carbohydrate content for purposes of enabling consumers to make informed choices. Commercial Communications may (or must) include nutritional information that is permitted or required under food and labelling

regulations. Nutrition claims may not suggest that an alcohol beverage is a good or preferred dietary source of nutrients, vitamins, or minerals, without also disclosing the full range of potential health risks associated with drinking alcohol.

- 1.6.4. Commercial Communications may not claim that alcohol has curative qualities, or offer alcohol as a performance enhancer, stimulant, sedative, or tranquiliser.

### **1.7. Violence and Illicit Activity**

- 1.7.1. Commercial Communication may not portray or imply that aggressive, violent, or anti-social behaviour is ever appropriate, even as part of a joke or prank.
- 1.7.2. Commercial Communication may not portray or in any way endorse or glamourise illicit drugs, drug culture, organised crime, or local gang activity.

### **1.8. Responsible Drinking Messages**

- 1.8.1. In addition to any legislative requirements set out in Section 2.6.2, Commercial Communications must include a clear, legible, and prominent responsible drinking message, that has been approved by the Drinks Federation of South Africa in relation to the general content of the message, font, and size (“Authorised Responsible Drinking Message”). Including, but not limited to:
  - 1.8.1.1. Don’t Drink and Drive
  - 1.8.1.2. Not for Persons Under 18
  - 1.8.1.3. Pregnant Women Should Not Drink Alcohol, Be Responsible
- 1.8.2. For digital platforms, the Authorised Responsible Drinking Messages must be used on websites, social media platforms, and shareable, downloadable assets including videos, photos, applications, or user-generated content that is incorporated into alcohol branded Commercial Communications. Where a small screen format is used, for example, Instagram or Twitter, the “Not for Under 18” token may be used as an alternative.
- 1.8.3. No manufacturer member Corporate Brand or any Alcohol Brand advertising should be displayed on delivery vehicles. Delivery vehicles should, where possible, display the Authorised Responsible Drinking Message and the website of [Aware.org](http://Aware.org) or a non-profit company website dedicated exclusively to responsible drinking so consumers can find evidence-based information on alcohol and health.

### **1.9. Brand Names**

- 1.9.1. Alcohol brand names and their corresponding product packaging should reflect high regard for social responsibility and responsible drinking. Brand names or product packaging that conveys sexual innuendo, the intoxicating effect of alcohol, or that use colloquialisms for alcohol (e.g., “dop,” “booze,” or “grog”), illegal activity, alcohol abuse, violence, illicit drugs or drug culture, gang terminology, or any other activities regarded by a reasonable person to be harmful to individuals or communities is prohibited.

### **1.10. Alcohol-Free, Non-Alcohol Beverages**

- 1.10.1. For purposes of the Code of Conduct, “Alcohol-free” shall be defined as alternative beverages whose profiles mirror alcohol drinks but which have an alcohol content of 0.0% by volume, and “non-alcohol” shall be defined as alternative beverages with an alcohol content between 0.0% to 0.5% by volume.

- 1.10.2. Alcohol-free and non-alcohol beverages may only be promoted and sold to people of legal drinking age.
- 1.10.3. Commercial Communications for Alcohol-free or non-alcohol beverages shall comply with all requirements of this Code of Conduct for alcohol-branded Commercial Communications.
- 1.10.4. Notwithstanding Section 1.10.3 above, and provided that the beverages do not carry an alcohol brand name, Alcohol-Free and non-alcohol alternative beverages may be promoted as a normal and acceptable choice, including for occasions when drinking an alcohol beverage is unacceptable or irresponsible, such as when expecting to drive, attending a business lunch, or when engaging in an activity that requires a high degree of alertness. Alcohol-free or non-alcohol beverage may also be positioned as a sociable option for avoiding over-consuming alcohol.

### **1.11. Additional Placement Requirements for Specific Media**

- 1.11.1. To further the aims of the Act and this Code of Conduct, specific placement requirements are set out in Media Placement Requirements for Advertisers and Media Buying Agencies. These Media Placement Requirements may be found in Section 7 or at [www.drinksfederationsa.co.za](http://www.drinksfederationsa.co.za).

## **Section 2: Code of Conduct Administration and Complaints Process**

Section 2 sets out the system for enforcing this Alcohol Industry Code of Conduct (“Code of Conduct”). Specifically, all activities falling within the scope of Code Section 1 and set out throughout this document (“Commercial Communication”) shall be administered under the auspices of the Drinks Federation of South Africa and enforced by the Advertising Regulatory Board (“ARB”) as set out below.

### **2.1. Commercial Communication Enforcement**

- 2.1.1. The ARB shall be the arbitrator that decides on the validity of alleged Section 2, Commercial Communications, violations raised by both members of the public and competitors.

### **2.2. ARB Complaints Review Process and the Alcohol Appeals Committee**

#### **2.2.1. Review Process**

- 2.2.1.1. Consumers may approach either the DF-SA or the ARB with complaints about the contents of Commercial Communications.
- 2.2.1.2. Any complaint involving a Commercial Communication under this Code of Conduct received by the DF-SA shall first be referred to the accused business for resolution.
- 2.2.1.3. Where the complaint is not resolved by the business or the DF-SA to the complainant’s satisfaction, the complainant may at any point of the process refer the matter to the ARB for review and decision.
- 2.2.1.4. The ARB Directorate shall review all complaints that it receives according to its established protocols, ensuring due process throughout (i.e., notice, the right of reply, and transparent decision-making).

## **2.2.2. Procedural Requirements of the Complaints Review Process and Alcohol Appeal**

2.2.2.1. The ARB's procedures as set out in the existing Procedural Guide to the Code of Advertising Practice will apply. The ARB procedures can be viewed at <https://www.arb.org.za/complaints.html>

## **2.2.3. Sanctions for Violations of the Code of Conduct**

2.2.3.1. The ARB will apply sanctions in accordance with the Procedural Guide of the Code of Advertising Practice. In extremely egregious cases, or in cases of breach, the DF-SA may impose further sanctions on members according to its policies.

2.2.3.2. Where the offending business is not a signatory to this Code of Conduct in its own right or through its trade association, the ARB shall nonetheless render a decision along with a recommendation of the appropriate sanction.

# **Section 3: Media Placement Requirements for Advertisers and Media Buying Agencies**

## **3.1. Introduction**

The Drinks Federation of South Africa Alcohol Industry Code of Conduct ("Code of Conduct") establishes the principles, standards, and enforcement procedures for the responsible marketing and selling of alcohol in South Africa. The Alcohol Industry Code of Conduct is a living Code. It will be reviewed every three years (or earlier upon special application) to ensure it reflects emerging technologies and evolving societal values and norms.

These Media Placement Requirements for Advertisers and Media Buying Agencies ("Media Placement Requirements") provide further support to manufacturers, distributors, and retailers of alcohol in South Africa and enforcement bodies, in the real-world application of the Code of Conduct. In particular, the Media Placement Requirements addresses Section 2.11 of the Code of Conduct. The Media Placement Requirements may be refreshed at any time on the recommendation of the DF-SA CEO and with the approval of the DF-SA.

## **3.2. Television**

3.2.1. Advertisements may not be transmitted in the commercial breaks immediately before, during or immediately after children's programmes on television or radio.

3.2.2. Advertisements will not be placed in any medium explicitly aimed at children.

3.2.3. Advertisements are to be either preceded or followed by a responsible messaging rider.

3.2.4. In addition to 3.2.1, 3.2.2, and 3.2.3 above, the following rules apply to advertisements in the television medium:

3.2.4.1. Programmes with a verifiable 30% or more viewership of persons under the legal drinking age may not contain alcohol beverage advertisements (this is the so-called 70/30 rule).

3.2.4.2. Alcohol beverage advertisements may only be broadcast between 19h00 and 06h00 from Monday to Friday.

- 3.2.4.3. Alcohol beverage advertisements may only be broadcast between 12h00 and 06h00 on Saturday and Sunday.
- 3.2.4.4. In the case of sporting events where the main sponsor is an alcohol beverage company, the 70/30 rule outlined in 3.2.4.1 above and the watershed restriction provided for in 3.2.4.2 and 3.2.4.3 above, will still apply for the broadcast of alcohol beverage advertisements.
- 3.2.4.5. All alcohol beverage advertisements on television will contain the following statement: "Not For Persons Under The Age Of 18" and the "Not for Persons Under 18" token.
- 3.2.4.6. The few seconds of any television advertisement should feature the underage statement, read in a voiceover in the same language as the main message. This does not apply to 5" and 10" stings.
- 3.2.4.7. The voice should be clear, audible, and unrushed, and may be a different voice to that used in the main message.
- 3.2.4.8. The minimum specifications for the statement referred to in 3.2.4.5 above are as follows:
  - 3.2.4.8.1. Arial bold is to be used as the standard font.
  - 3.2.4.8.2. True Type Title casing is to be used.
  - 3.2.4.8.3. The statement must be visible and legible and placed at the bottom of the advertisement.
  - 3.2.4.8.4. A white block with black rule at the top of the block is to be used as a holding device for the underage line.
  - 3.2.4.8.5. The block should be 15% of the height of the advertisement.
  - 3.2.4.8.6. The statement is to run as one unbroken line.
  - 3.2.4.8.7. The whole duration of any TV advertisement should have the statement in the above format.
  - 3.2.4.8.8. A health warning may be included as part of the underage statement, depending on the execution, and providing it does not detract from the underage statement.

### **3.3. Radio**

- 3.3.1. In addition to 3.2.1, 3.2.2, 3.2.3 and 3.2.4 above, the following rules apply to advertisements in the Radio medium:
  - 3.3.1.1. As the current measurement of listenership only profiles an audience of 16 years and above, DF-SA will assume that such a profile serves as a proxy for those under 16 years of age.
  - 3.3.1.2. For alcoholic beverage advertisements on radio, the 70/30 rule will apply.
  - 3.3.1.3. Alcoholic beverage advertisements will only be broadcast between 19h00 and 06h00 from Monday to Friday.
  - 3.3.1.4. Alcoholic beverage advertisements will only be broadcast between 12h00 and 06h00 on Saturday and Sunday.
  - 3.3.1.5. In addition to the rules above, advertisements for broadcast on radio must consider the programme's appeal to youth, based on verifiable



profile data, the programme presenter's profile and the profile of the audience call-ins.

- 3.3.1.6. All alcohol advertisements on radio will contain, as a minimum, the following statement: "Not For Persons Under The Age Of 18."
- 3.3.1.7. The minimum specifications for this statement are listed below:
  - 3.3.1.7.1. The last few seconds of any radio advertisement should feature the underage statement, read in a voiceover in the same language as the main message.
  - 3.3.1.7.2. The voice should be clear, audible, and unrushed, and may be a different voice to that used in the main message.
  - 3.3.1.7.3. An Authorised Responsible Drinking Message may be included as part of the underage statement, depending on the execution, and providing it does not detract from the underage statement.

### **3.4. Cinema**

- 3.4.1. In addition to 3.1.1, 3.1.2, 3.1.3 and 3.1.4 above, the following rules apply to advertisements in the Cinema medium:
  - 3.4.1.1. The 70/30 rule will apply, and alcohol beverage advertisers will ensure that compliance with this rule is achieved through contractual agreements between members and cinema owners.
  - 3.4.1.2. Companies responsible for the selling of cinema advertisement will be required to submit film titles to DF-SA along with a qualitative assessment of the audience profile in terms of the 70/30 rule.
  - 3.4.1.3. All alcoholic beverage advertisements in the cinema will contain the statement: "Not For Persons Under The Age Of 18" and the "Not For Persons Under 18" token. The minimum specifications for this statement are the same as those applicable to television advertising:
    - 3.4.1.3.1. Arial bold is to be used as the standard font.
    - 3.4.1.3.2. True Type Title casing is to be used.
    - 3.4.1.3.3. The statement must be visible and legible and placed at the bottom of the advertisement.
    - 3.4.1.3.4. A white block with black rule at the top of the block is to be used as a holding device for the underage line.
    - 3.4.1.3.5. The block should be 15% of the height of the advertisement.
    - 3.4.1.3.6. The statement is to run as one unbroken line.
    - 3.4.1.3.7. The whole duration of any TV advertisement should have the statement in the above format.
    - 3.4.1.3.8. An Authorised Responsible Drinking Message may be included as part of the underage statement, depending on the execution, and providing it does not detract from the underage statement.

### 3.5. Print

- 3.5.1. In addition to 3.1.1, 3.1.2, 3.1.3 and 3.1.4 above, the following rules apply to advertisements in the Print medium:
- 3.5.1.1. The 70/30 rule will apply.
  - 3.5.1.2. The proxy for the age profile will be the same as that used for the radio medium.
  - 3.5.1.3. All advertisements in print will contain the following statement: "Not For Persons Under The Age Of 18" and the "Not for Persons Under 18" token.
  - 3.5.1.4. The minimum specifications for the statement referred in 3.5.1.3 above are as follows:
    - 3.5.1.4.1. Arial bold is to be used as the standard font.
    - 3.5.1.4.2. True Type Title casing is to be used.
    - 3.5.1.4.3. A white block with black rule at the top of the block is to be used as a holding device for the underage line.
    - 3.5.1.4.4. The block should be 15% of the height of the advertisement.
    - 3.5.1.4.5. The block must be at the bottom of the advertisement and must run the entire width of the advertisement.
    - 3.5.1.4.6. Where the advertisement covers more than one page – for example a four-page foldout, the statement must be displayed on each page.
    - 3.5.1.4.7. An Authorised Responsible Drinking Message may be included as part of the underage statement, depending on the execution, and providing it does not detract from the underage statement.

### 3.6. Outdoor

- 3.6.1. As viewership age profiles are not available for this medium, the following rules will apply to achieve the objectives of the DF-SA Code of Conduct Commercial Communication Rules:
- 3.6.1.1. No billboards advertising an alcoholic beverage brand or product will be placed within 500 metres of schools, community centres or places of worship. Specifically, non-product, responsibility advertising is not included in this provision.
  - 3.6.1.2. In the case of building wraps and billboards larger than Super 96 size, no alcohol beverage advertisement will be placed within 500 metres of schools, community centres or places of worship.
  - 3.6.1.3. All alcohol beverage statements on outdoor media will contain one of the following statements, on an equivalent basis: "Not For Persons Under The Age Of 18" or "Be Responsible. Don't Drink And Drive" with the "Not For Persons Under 18" token.
  - 3.6.1.4. The minimum specifications for the statements referred in 3.6.1.3 above are as follows:
    - 3.6.1.4.1. Arial bold is to be used as the standard font.
    - 3.6.1.4.2. True Type Title casing is to be used.

- 3.6.1.4.3. A white block with a black rule at the top of the block is to be used as a holding device for the underage line.
- 3.6.1.4.4. The block should be 15% of the height of the advertisement.
- 3.6.1.4.5. The block must be at the bottom of the advertisement and must run the entire width of the advertisement. However, for large formats such as landscape wraps, the underage statement must appear at 20-metre intervals on every wrap face.
- 3.6.1.4.6. An Authorised Responsible Drinking Message may be included as part of the underage statement, depending on the execution, and providing it does not detract from the underage statement.

### **3.7. Advertorials**

- 3.7.1. All advertorials must carry the Authorised Underage Drinking Prevention Statement.

### **3.8. Digital**

- 3.8.1. All brand sites and social medial platforms must include a clearly visible responsibility message. The responsibility message must be permanently displayed and not hidden when, for example, the user is browsing the page or site.
- 3.8.2. Any shareable commercial assets (video, photo, text, etc.), must include appropriate responsibility messaging. For example, videos must display this messaging in the same way as TV advertisements and electronic broadsheets as per print material. Where a small screen format is used, for example, Instagram or Twitter, the “Not For Under 18” token may be used as an alternative.
- 3.8.3. A responsibility message for web digital assets is defined as at least one of the following statements:
  - 3.8.3.1. Don’t Drink and Drive.
  - 3.8.3.2. Not For Persons Under 18.
  - 3.8.3.3. Pregnant Women Should Not Drink Alcohol.
- 3.8.4. Access must be controlled through either an age gate process or registration process, whichever is applicable.
  - 3.8.4.1. The age gate process requires users to enter their exact date of birth in the form of date, month, year, and country.
  - 3.8.4.2. A registration process requires users to supply exact date of birth information, and to “log in” for future visits.
  - 3.8.4.3. Access can also be controlled through a logging-in process which relies on a user’s social media profile e.g., through an Application Programming Interface (API) like Facebook Connect.
  - 3.8.4.4. Age verification software should place a cookie on a user’s computer to prevent the user from leaving a site and re-entering their date of birth during the same session to gain entry to a site.
  - 3.8.4.5. Those failing an age verification process must be redirected to an appropriate local social aspect website intended for underage people.

- 3.8.5. General guidelines for Internet digital media platforms must include a minimum execution of the following:
- 3.8.5.1. Don't Drink and Drive.
  - 3.8.5.2. Not For Persons Under 18.
  - 3.8.5.3. Pregnant Women Should Not Drink Alcohol.

### **3.9. Additional Rules for Sport, Music, Arts, and Cultural Sponsorships**

- 3.9.1. In addition to 3.1.1, 3.1.2, 3.1.3, and 3.1.4, this Section 3.9 specifically applies to advertising sponsored events:
- 3.9.1.1. All static background images must include one of the three web digital responsible messages.
  - 3.9.1.2. Brand-posted images must include the "Not For Persons Under 18" token.
  - 3.9.1.3. An auto-response age disclaimer must be sent to all new followers where possible.

### **3.10. Celebrity Fan Pages and Advertising**

- 3.10.1. Permissible celebrity fan pages must be restricted to persons over the legal drinking age by setting the page administration section. Brands are only allowed Fan Pages, not Profile or Group Pages.
- 3.10.2. The perception may not be created that alcohol beverages, or the consumption of alcohol resulted in a celebrity's fame or success or played any role in the achievements of a sports or popular entertainment personality.
- 3.10.3. Advertising or marketing material may not associate alcohol with celebrities under the legal drinking age, reflect the culture of that age group, or feature or portray real or fictitious characters who are likely to appeal particularly to the legal drinking age in a way that might encourage them to drink.
- 3.10.4. Advertisements that are for the specific purpose of responsible messaging and depict a celebrity in the background of the corporate brand name may be broadcast outside the watershed period, if there is no link to or mention of a specific brand or product.

### **3.11. Additional Rules for "Brand Homes"**

This section applies to the production facilities that are licensed to sell alcohol beverages directly to the public or to provide products free for promotional purposes:

#### **3.11.1. Public road signage**

- 3.11.1.1. All billboards and other signage (excluding official, brown-coloured government tourism signs and flags) must include the following message: "Be Responsible. Don't Drink and Drive."
- 3.11.1.2. Directional on-site signage Brand Home entrance and exit signage must include the message: "Be Responsible. Don't Drink and Drive."

#### **3.11.2. Printed material**

- 3.11.2.1. Notices on tasting room tables, coffee tables, bars, etc. must include the "Be Responsible. Don't Drink and Drive" message.
- 3.11.2.2. All other printed material (i.e., posters, brochures, flyers, pamphlets) must include the "Not For Persons Under The Age of 18" message, plus

other Authorised Responsible Drinking Messages in rotation, if and where possible.

- 3.11.2.3. The block containing such a message should be 15% of the height of the printed material.

### **3.11.3. Other Communication Formats**

- 3.11.3.1. All advertising on secondary websites must include “Not For Persons Under The Age of 18.”
- 3.11.3.2. “Be Responsible. Don’t Drink and Drive” must be included as part of the signature on all e-mail correspondence.
- 3.11.3.3. Whether or not to include an Authorised Responsible Drinking Message on merchandising display stands and other merchandising material supplied by head office brand marketing teams, shall be at the producer’s discretion, though it is advisable to include it where space and format allows.
- 3.11.3.4. The inclusion of Authorised Responsible Drinking Messages on retail merchandise such as souvenirs available for sale to visitors shall be at the producer’s discretion, though it is advisable to include it where the space and format allows.