

Estimated “Start-to-Finish” Timelines under the Procedure

ACTIVITY – COMPLAINT PROCESS	“WORKING DAY” – STARTING WHEN COMPLAINT IS FILED																																						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37		
COMPLAINT FILED	Blue																																						
AD STANDARDS ACCEPTS/REJECTS COMPLAINT		Purple	Purple	Purple																																			
AD STANDARDS SENDS ACCEPTED COMPLAINT TO DEFENDANT					Purple																																		
DEFENDANT’S RESPONSE TO COMPLAINT SENT TO AD STANDARDS & COMPLAINANT						Green	Green	Green	Green	Green	Green	Green	Green	Green	Green																								
COMPLAINANT’S REPLY TO DEFENDANT’S RESPONSE SENT TO AD STANDARDS & DEFENDANT																	Blue	Blue	Blue	Blue	Blue																		
DEFENDANT’S REPLY TO COMPLAINANT’S REPLY SENT TO AD STANDARDS & COMPLAINANT																						Green	Green	Green	Green	Green													
AD STANDARDS SENDS FILE TO AD DISPUTE PANEL																											Purple												
ADJUDICATION BY THE AD DISPUTE PANEL																																							Orange
PANEL CHAIR ISSUES WRITTEN DECISION																																							Orange

Colour Legend
 Complainant Advertiser
 Ad Standards
 Defendant Advertiser
 Adjudication Panel

Note: The timeline above will be extended by the time/working days required for Resolution Meeting(s) if parties request/hold one.