

SEXUALITY/ SOCIAL RESPONSIBILITY/ INCLUSION

[BHM: Avoiding offensive depictions of race in ads](#). CAP News October 10, 2024
The Equality and Human Rights Commission updated their [guidance on discriminatory adverts](#) July 16, 2024

The key sections in the CAP Code are [Compliance](#) Section 1 and [Harm and Offense](#) Section 4. The same sections apply in the [BCAP Code](#). The CAP Code clause 1.3 **Clause** Marketing communications must be prepared with a sense of responsibility to consumers and to society casts a pretty wide net and can be deployed for example when ruling on portrayals of 'sexuality'; this [Em Rose Onlyfans case](#) from January 2024 is an example - the poster is [this one](#) and FK Twig and her Calvins got a Jan 2024 [dressing down](#), subsequently adjusted, for [this ad](#). Checking out [Take your social responsibilities seriously](#) CAP News August 22, 2024 is a responsible move. In a February 2022 [Boohoo case](#) a complaint about [images on their website](#) was upheld; see also this [Drum story](#) on the Adidas sports bra case May 2022. In October 2021, CAP issued [Championing diversity during Black History Month](#), which includes a number of instructive rulings and 'a few best practices that can go a long way towards helping to deliver a campaign that champions racial diversity in a positive way.' Extending this topic, [Tackling racial and ethnic stereotyping in UK ads](#) from February 2022 reports on research findings and other reviews and sets out plans for positive development; [Guidance on avoiding racial and ethnic stereotyping in ads](#) was issued by CAP 25 May 2023; see above under the sub-head for the 2024 version of CAP's recognition of Black History Month and this [October 10 piece](#) from Brinsley Dresden of Lewis Silikin is an admirable round-up of, and commentary on, sensitive racial issues in advertising in recent times. A ruling went against [Outsourceful](#) Jan 24, 2024 for racial stereotyping. [Referring to persons with disabilities in ads](#) from CAP News 09 Dec 2021 covers inter alia negative stereotypes and trivialisation.

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Rules as at March 6, 2025