

Auditing, monitoring and parents; taken from Section 3 of the Code's guidelines

- d. A Brewer placing advertising or marketing materials in Digital Media, in magazines, in newspapers, on television, on radio, or through Social Media Influencers will conduct after-the-fact audits, at least semi-annually where possible, of substantially all its placements. If a Brewer learns that an advertising placement did not meet the Code's audience demographic standard, it will take steps to prevent a reoccurrence. These steps may include but are not limited to investigating exceptions; taking steps to remove a post or placement; cancelling placements with unacceptable audience composition; reallocating purchases to a different and acceptable time slot; contacting the media outlet/station concerning placement errors or possible reporting errors; reemphasizing audience composition requirements with media buyers and media outlets; and, continued monitoring of a program or time slot or influencer posts to determine whether buys or agreements should be cancelled or reallocated. Buying Guidelines for implementing this section will be distributed along with this Code.
- e. A Brewer will regularly monitor user-generated content posted on the Brewer's websites, branded social media channels, or other beer-branded Digital Media sites, and beer-branded content from Social Media Influencers for compliance with this Code. If a Brewer finds content that does not comply with the Code, the Brewer will take appropriate action to correct or remove the content or to request correction or removal of the content.
- f. Brewers recognize that parents play a significant role in educating their children about the legal and responsible use of alcohol and may wish to prevent their children from accessing Digital Media without parental supervision. To facilitate this exercise of parental responsibility, parents can reach out to the Beer Institute for the names of producers of parental control software and applications that allow parents to block, filter, and monitor the Digital Media sites their children may access on their computer or mobile devices.

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