

COMPLAINT NUMBER	20/360
ADVERTISER	Leighton Baker Leader of New Conservative Party
ADVERTISEMENT	Leighton Baker Leader of New Conservative Party Facebook
DATE OF MEETING	18 August 2020
OUTCOME	Decline to Adjudicate

Summary of the Chair's Decision

The Chair declined to adjudicate the complaint.

Description of Advertisement

The advertisement on Leighton Baker Leader of the New Conservative Party's Facebook page featured a woman wearing a face mask with the words "Masking a virus or masking your voice".

The accompanying text said "EDIT - watch my previous video on Covid, that may help answer some of your questions around our position. We know that masks are not effective so why were they saying we need to stock up? The fact that thousands of people called this saying that we would be in lock down Level 2 in August when we had no cases indicates clearly that this was preempted. That is not honest and it is not transparent. The WHO website states itself that you can show a positive result from Covid-19 when you just have a common cold.

Here are our Covid-19 guidelines:

- If you are elderly or at-risk then isolate yourself. The entire country should not be isolated
- Get outdoors as much as you can for exercise and sunshine, this will help your mental and physical wellbeing.
- Eat healthy and wholefoods and take some minerals such as Zinc and Magnesium, this will help to keep your immune system strong.

We need to fight for our democracy and stand up and say that we will NOT be dictated to."

Complaint

Missinformation about Covid-19. Ad claims masks are not effective at reducing spread of the virus. Ad claims that Covid-19 second wave was "preempted", i.e.. planned/organised

Information from the Advertiser

The Advertiser confirmed that the content was not paid advertising

Relevant Advertising Standards Authority (ASA) Guidelines

The Chair referred to the [ASA Guide on Election and Referenda Advertising](#) which states the ASA deals with "complaints about paid election advertising in media not covered by the [Broadcasting Standards Authority Election Programmes Code](#) ... The ASA will decline to adjudicate on complaints about posts on branded social media pages (referred to as organic

posts) or websites from political parties, candidates, and election-related advocacy groups.” This includes Facebook, Instagram, Twitter, YouTube, TikTok etc.

Chair’s Ruling

The Chair declined to adjudicate the complaint.

The Chair said the post was confirmed as unpaid content on a branded Facebook page for Leighton Baker the Leader of the New Conservative Party.

Chair’s Ruling: Decline to Adjudicate

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.