

<b>COMPLAINT NUMBER</b>	19/090
<b>COMPLAINANT</b>	W Jackson
<b>ADVERTISER</b>	Farmside
<b>ADVERTISEMENT</b>	Farmside website
<b>DATE OF MEETING</b>	15 March 2019
<b>OUTCOME</b>	Settled

**Advertisement:** The Farmside website advertisement for various Satellite Broadband & Phone products included the text “Phone line included”.

**The Chair ruled the complaint was Settled.**

**Complainant, W Jackson, said:** I believe that the claim in the advertisement is misleading because they do not explain this deal is not available to everyone and there are many other factors that come into play. They claim the phone line is included but the deal is not available for phones with copper line therefore extra charges are applied. Free local and National calls are advertised but they charge for a National Landline unlimited call packet on top of the price advertised.

**The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b).**

**The Chair** noted the Complainant’s concerns the advertisement does not make it clear the deal is not available to consumers with copper landline phones.

The Chair acknowledged the Advertiser made changes to the website, after receiving the complaint, amending references which were of concern.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in amending the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

**Chair’s Ruling:** Complaint **Settled**

#### **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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.