

COMPLAINT NUMBER	21/063
ADVERTISER	@eva.w.jones
ADVERTISEMENT	Instagram
DATE OF MEETING	23 February 2021
OUTCOME	Settled – advertisement removed

Advertisement: Influencer @eva.w.jones posted two Instagram posts which include an affiliate link to the Yoni Pleasure Palace, which sells erotic crystal products. Both posts say “If you feel called to have a browse or purchase, I’ll be so grateful if you use the link in my bio, there is a 20% discount code at the moment too!”

The Chair ruled the complaint was Settled.

Complaint: Eva is using an affiliate link where she makes a commission and isn’t disclosing it as an ad.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(a);

The Chair noted the Complainant was concerned the advertisements had not been clearly identified as such.

The Chair accepted the complaints to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser removed the advertisements and confirmed she understood the rules for identifying advertisements for future posts.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in removing the advertisements, 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 – advertisements removed**

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.