

COMPLAINT NUMBER	21/154
INFLUENCER	@thestylehighclub_nz
ITEM	@thestylehighclub_nz, Instagram
DATE OF MEETING	12 April 2021
OUTCOME	No Jurisdiction

Item: The Influencer @thestylehighclub_nz, posted Instagram posts highlighting winter fashion items.

The Chair ruled the Complaints Board did not have jurisdiction to consider the complaint.

Complaint: She is always advertising items and never used ad.

The Chair noted the comment from the Influencer that there is no on-going commercial relationship with @ldandcolabel. The Chair noted there had not been any payment or free products in relation to the Instagram posts.

The Chair said the Instagram posts did not fit the definition of an advertisement and therefore the matter was not covered by the Advertising Standards Code.

The Chair ruled the Complaints Board has no jurisdiction to consider the complaint.

Chair's Ruling: Complaint **No Jurisdiction**

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.