

<b>COMPLAINT NUMBER</b>	22/036
<b>ADVERTISER</b>	Hatch
<b>ADVERTISEMENT</b>	Hatch Television
<b>DATE OF MEETING</b>	22 February 2022
<b>OUTCOME</b>	Settled

**Advertisement:** The Hatch television advertisement shows a man relaxing on an inflatable donut in a pool. Through voiceover, he explains that he began investing with Hatch to help him to get to his "big tomorrow goal". The Hatch app on his smart phone is shown. The camera zooms out revealing that he is in a pop-up pool and he says, "only another 30K to go". Two children then run screaming from the patio and jump into the pool with a splash. The advertisement ends with the words "HATCH YOUR TOMORROW" and the Hatch logo shown below.

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

**Complaint:** The advert shows an unfenced swimming pool with children have free range access around and into the pool, this is a breach of the swimming pool fencing regulations which are mandatory.

**The relevant provisions were Advertising Standards Code - Principle 1 and Rule 1(e).**

**The Chair** noted the Complainant was concerned the advertisement showed children having access from a house to an unfenced swimming pool.

The Chair accepted the complaint 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 amended the advertisement to so that it did not condone an illegal or unsafe practice.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action of 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- advertisement amended**

#### **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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.