

**Culture, Communications, Welsh Language, Sport, and  
International Relations Committee**

Welsh Parliament,  
Cardiff Bay,  
Cardiff  
CF99 1SN

15 April  
**By email**

Dear Culture, Communications, Welsh Language, Sport, and International Relations Committee,

The Advertising Standards Authority (ASA) will be in Cardiff on Wednesday 21 and Thursday 22 May. We are keen to meet with you to learn more about your priorities and how and where that overlaps with our work.

The ASA is the UK's independent regulator of advertising by legitimate businesses across all media. We work closely with politicians as well as the ad industry, consumer groups and civil society organisations to make sure that people and businesses are protected from irresponsible advertising.

Last year, the ASA received 1,366 complaints from people in Wales. We are keen to use our visit to understand the key advertising issues people and businesses are facing in Wales. We would also like to brief you on the role and remit of the ASA in relation to the Committee's work and how we can work together to tackle ad related harms in Wales.

We would welcome the opportunity to discuss any issues you might wish to raise around advertising or ad regulation as well as the consumer protection landscape in Wales. My colleague, Grace Curley ([gracec@asa.org.uk](mailto:gracec@asa.org.uk)) can help to arrange a meeting.

Yours sincerely



**Guy Parker**  
Chief Executive, ASA

Legal, decent, honest and truthful

**Chair** The Rt Hon the Baroness Morgan of Cotes **Chief Executive** Guy Parker  
**ASA Council (Broadcast)** Matt Barwell, Murphy Cobbing, Elizabeth Gordon, Alison Hastings, Claire Hilton, Mark Howe, Rotha Johnston, Richard Lloyd, Kirsten Miller, Rebecca Rumbul, Krystle Sargent and Monisha Shah