
DRAFT SCOTTISH STATUTORY INSTRUMENTS

2011 No.

The London Olympic Games and Paralympic Games
(Advertising and Trading) (Scotland) Regulations 2011

PART 2

Advertising Activity

Exception for individuals wearing advertising attire, displaying advertisements on their bodies or carrying personal property

8.—(1) Regulation 6 does not apply to an individual who engages in advertising activity by doing one or more of the following:—

- (a) wearing advertising attire;
- (b) displaying an advertisement on the individual's body;
- (c) carrying or holding personal property on which an advertisement is displayed;

unless the individual knows or had reasonable cause to believe that he or she is participating in an ambush marketing campaign.

(2) The application of this exception to an individual does not affect the application of regulation 6 to any other person (whether in respect of the same advertising activity or otherwise).