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STATUTORY INSTRUMENTS

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**2011 No. 2898**

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

PART 2

Advertising Activity

**Exception for demonstrations, &c**

- 7.—(1) Regulation 6 does not apply to advertising activity intended to—
- (a) demonstrate support for or opposition to the views or actions of any person or body of persons,
  - (b) publicise a belief, cause or campaign, or
  - (c) mark or commemorate an event.
- (2) But this exception does not apply to advertising activity that promotes or advertises—
- (a) a good or service, or
  - (b) a person or body (excluding a not-for-profit body) that provides a good or service.