



UEFA European Championship (Scotland) Act 2020

2020 asp 1

Advertising

12 Ban on advertising within event zones

- (1) It is an offence to advertise within an event zone at a prohibited time (“the advertising offence”).
- (2) The Scottish Ministers must by regulations (“the advertising regulations”)—
 - (a) exempt types of advertising from the advertising offence,
 - (b) make such further provision as they consider appropriate in relation to advertising within event zones.
- (3) The types of advertising to be exempted may, for example, include—
 - (a) the demonstration of support for or opposition to the views or actions of any person,
 - (b) the publicising of political or religious beliefs, causes or campaigns,
 - (c) the commemoration of events,
 - (d) the display of an advertisement on an individual’s body, clothing or personal property, and
 - (e) the display of an advertisement—
 - (i) to which the [Town and Country Planning \(Control of Advertisements\) \(Scotland\) Regulations 1984 \(S.I. 1984/467\)](#) do not apply, by virtue of regulation 3(1) and (3) of those Regulations, or
 - (ii) for which consent is granted by regulation 10(1) of those Regulations (so long as the advertisement complies with the conditions set out in schedules 1 and 4 of those Regulations).
- (4) But nothing in the advertising regulations is to permit any person to knowingly participate in ambush marketing.
- (5) In [subsection \(4\)](#), “ambush marketing” means an act or series of acts intended specifically to advertise within an event zone at a prohibited time—
 - (a) a good or service, or

Status: This is the original version (as it was originally enacted).

- (b) a person who provides a good or service.
- (6) The advertising offence does not apply to advertising by UEFA (so long as that advertising is done in accordance with any conditions imposed by the advertising regulations).