



UEFA European Championship (Scotland) Act 2020

2020 asp 1

Advertising

13 Advertising activities, places and prohibited times

- (1) An activity is to be treated as advertising if it is a communication to the public (or to a section of the public) for the purpose of promoting an item, service, business or other concern.
- (2) For example, any of the following acts done for that purpose are to be treated as advertising (except as exempted or permitted in the advertising regulations by virtue of section 12(2) or 14(1))—
 - (a) advertising of a non-commercial nature,
 - (b) announcements or notices,
 - (c) the giving away of any goods or services,
 - (d) the distribution or provision of documents or articles,
 - (e) the display or projection of words, images, lights or sounds,
 - (f) things done with or in relation to material which has or may have purposes or uses other than as an advertisement.
- (3) The advertising regulations may prescribe, or provide criteria for determining—
 - (a) activities which are (or are not) to be treated as advertising for the purposes of the advertising offence,
 - (b) places or areas within an event zone where the advertising offence will not apply,
 - (c) times which are prohibited times for these purposes.
- (4) The prohibited times may only be during the Championship period.