

---

STATUTORY INSTRUMENTS

---

**2011 No. 2898**

The London Olympic Games and Paralympic Games  
(Advertising and Trading) (England) 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 only by doing one or more of the following, unless the individual knows or has reasonable cause to believe that he or she is participating in an ambush marketing campaign—

- (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.

(2) The fact that this exception applies 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).