
STATUTORY INSTRUMENTS

2021 No. 1198

The Birmingham Commonwealth Games
(Advertising and Trading) Regulations 2021

PART 3

Exceptions to the advertising offence

Exceptions for hand-held devices

10.—(1) Section 13(1) of the Act does not apply to Games location advertising that consists of advertising on a hand-held device unless the advertising is done wholly for the purpose of, or with the principal intention of, promoting a product, service or business specifically to members of the public who are in, or in the vicinity of, a specified Games location.

(2) For the purposes of this regulation, a reference to a person being in, or in the vicinity of, a specified Games location is to be read in accordance with regulation 9(3).