

SCHEDULE 1
CODE OF ACCEPTANCE

An Advertisement will not be approved for, or permitted to remain on display if:

- in the reasonable opinion of Network Rail, it does not comply with any Applicable Law;
- in the reasonable opinion of Network Rail, it may incite people to break the law;
- it does not comply with the Advertising Standards Authority's British Code of Advertising Practice;
- in the reasonable opinion of Network Rail, it is likely to cause offence to a substantial part of the general travelling public;
- [stations only] it depicts or refers to indecency, obscenity, nudity or striptease;
- it depicts or refers to indecency or obscenity, depict bodily functions or use obscene or distasteful language;
- [stations only] it advertises lap-dancing, gentlemen's clubs, escort agencies, or massage parlours;
- it depicts murder, scenes of terror or acts of violence;
- [stations] it is of a political nature calling for the support of a particular viewpoint, policy or action or attacking a member or policies of any legislative, central or local government authority;
- [roadside] it is of a political nature calling for the support of a particular viewpoint, policy or action or attacking a member or policies of any legislative, central or local government authority unless it complies with the rest of this code of acceptance and the ASA's British Code of Advertising Practice;
- [stations only] it uses handwriting or illustrations that may suggest the poster has been damaged, defaced, fly posted or subjected to graffiti;
- it promotes films that have not been granted permission for public exhibition or which do not show the required certificate (except when the name of the cinema is not shown): films carrying an 18 certificate must also carry the Advertising Viewing Committee (AVC) Logo;
- it interferes in any way with the safe or efficient operation of any part of the Railway Network/Station;
- in the reasonable opinion of Network Rail, it might adversely affect the interests of Network Rail in any way;
- in the reasonable opinion of Network Rail, it might bring Network Rail into disrepute; or
- in the reasonable opinion of Network Rail it may lead to unacceptable comment on or commercial damage to either Network Rail or one of its customers.

Network Rail reserves the right to amend or replace the Code of Acceptance at any time

