

Election advertising not requiring authorization statement

Section 231(1) of the *Election Act* requires that all election advertising include an authorization statement, which:

- identifies the name of the sponsor, or:
 - in the case of a candidate, identifies the name of their financial agent or the financial agent of their registered political party
 - in the case of a numbered corporation or unincorporated organization, identifies the name of the organization and the name of a principal officer
- states that the advertising was authorized by the identified sponsor or financial agent
- gives a British Columbia telephone number or mailing address where the sponsor or financial agent can be contacted, and
- in the case of a third party advertiser, indicates that they are registered under the *Election Act*.

For example:

- Authorized by John Doe, financial agent, 250-123-4567
- Authorized by Jane Doe, registered sponsor under the *Election Act*, 604-123-4567
- Authorized by 123456 Inc.; Jane Doe, registered sponsor under the *Election Act*, 5555 Example St., Vancouver, BC, V0V 0V0.

However, B.C. Regulation #329/2008 provides that certain types of election advertising are exempt from requiring an authorization statement. These advertising types are:

- clothing
- novelty items such as buttons, badges, wrist bands, and
- small items of nominal value intended for personal use, such as pens, mugs, and magnets

For items not listed above, the authorization statement is mandatory.

Authorization policy for advertising on the Internet

Elections BC recognizes that it is not practical for sponsors to include the authorization statement within certain election advertising on the Internet due to the space and character limitations imposed by some message formats (e.g. pay-per-click ads). For Internet election advertising, the authorization statement is not required to be contained within the advertising message **if** selecting (i.e. clicking, finger-tapping) the advertising message sends the viewer to a website, landing page or profile page which contains the sponsor's required authorization statement.

If you are unsure if the election advertising you are sponsoring requires an authorization statement, or if you have any other questions or concerns, please contact Provincial Electoral Finance at Elections BC at 1-800-661-8683.