

OFHP Advertising Complaint Response

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Cc: "Bossin, Bryan (OPO)" <bryan.bossin@ontario.ca>
Date: Wed, 17 May 2017 15:35:00 -0400
Attachments: Response to Advertising Standards Canada re OFHP advertisingMay17-CO.docx (58.1 kB)

Hi Rebecca,

Attached is the ministry response to the ASC re: the complaint from a member of the public about the radio script ad. This was just sent via ministry to CO, but wanted to share a copy directly with you. The ASC was looking for gov't response no later than May 18 (tomorrow).

For your reference, the argument being made from our end is three-fold:

- 1) The ASC has no jurisdiction and should deny the complaint
- 2) The ad is no longer in market
- 3) The consumer is incorrect

Thanks,
James