

Briefing Note

Subject: **Advertising outside of the UK**
Date: **14 March 2024**

1. The GCC considers that Registrants are required to uphold the Standards in the United Kingdom and beyond.
2. The GCC highlights that Standard B3 does not include any territorial restrictions and requires Registrants to *'ensure your advertising is legal, decent, honest and truthful as defined by the Advertising Standards Authority (ASA) and confirms to their current guidance, such as the CAP Code'*.
3. The GCC considers that a Registrant whose advertising, be it in the UK or overseas, is not *'legal decent, honest and truthful'* or contrary to ASA guidance is at risk of breaching their professional duties.
4. The GCC highlights that when considering overseas conduct *'a registrant's behaviour is to be judged by reference to UK standards but taking into account local conditions and practices'*¹.

¹ Sastry v GMC [2019] EWHC 390 (Admin)