

Poppyseed Cottage, High Street, Stoke Ferry, Norfolk PE 33 9SF

Guy Parker
Chief Executive
The Advertising Standards Authority Ltd
Mid City Place
71 High Holborn
London WC1V 6QT

4 October 2013

Dear Mr Parker

We note that you have failed to respond to any of the issues raised in our letter of 9 July 2013. We also note that you have written to MPs in response to constituents' enquiries concerning the ASA Ltd's handling of H:MC21's case, and that those letters which we have seen are inaccurate. We have, therefore, decided to publish on our website the full correspondence over the case (ref. A10-139800). This publication will take place on 21 October 2013.

The ASA Ltd claims to be acting in the public interest. We do not consider that this is an appropriate description of the behaviour of the ASA Ltd, and it is time that the public should be able to verify our statements about the ASA Ltd's behaviour. We, therefore, consider that it is in the public interest to expose to public scrutiny the full details of the extremely poor way in which this case has been handled by the ASA Ltd, especially as we consider that it has breached its own guidelines and rules.

We would also like answers from the ASA Ltd to the following questions:

- Why did the ASA Ltd organise a meeting with a representative of the Nightingale Collaboration whilst dealing with a case in which members of that organisation were complainants?
- What other meetings or correspondence (other than as part of complaints processes) has the ASA Ltd had about homeopathy with individuals or organisations opposed to homeopathy?
- What process did the ASA Ltd follow, and what criteria did it use when selecting an 'expert' to advise on this case?
- Why has the ASA Ltd taken no action against a complainant who alleged that he received information about our submissions from the ASA Ltd, given that this is an accusation of misconduct by employees of the ASA Ltd?
- What action has the ASA Ltd taken to investigate this alleged misconduct by employees of the ASA Ltd?
- Why has the ASA Ltd failed to categorically deny that this complainant received any additional information about the case?
- Why did the ASA Ltd change the publication date of its ruling on our case without giving us any warning that it was doing so?

The ASA Ltd is a private regulator, which we consider to be abusing its powers. Our experience of the ASA Ltd, including its complaints procedure, leads us to have no confidence in its regulation of its own actions. As a result we see no alternative but to seek an external enquiry into its actions.

Central to our demands will be an explanation of why the ASA Ltd has ruled that all possible evidence in support of homeopathy is inadmissible. We are particularly interested in knowing whether this is simply

a result of incompetence, or whether pressure may have been brought to bear on the ASA Ltd by interested parties.

Yours sincerely

Jacqueline Mulhallen

Chair

Homeopathy: Medicine for the 21st Century (H:MC21)