

From: Celia Howarth [REDACTED]

Date: 22 March 2019 at 13:46:01 GMT

To: [REDACTED]

Subject: Your complaint Loch Duart. ASA Complaint Reference A19-562281

Dear [REDACTED]

Your Complaint – Loch Duart Salmon

Thank you for contacting the Advertising Standards Authority (ASA) with your complaint about an ad for Loch Duart salmon. I understand you objected to the term sustainable used in the ad.

We thought you made a valid point, and so we contacted the advertiser to speak to them about making changes (without revealing your identity). The advertiser explained that they had stopped using the term “sustainable” but that this image had not been removed, they have now provided their assurance they will change this image to ensure the wording is removed.

Given the advertiser’s assurances, we will now close our file on an informal basis. Basic information including the company name, the industry sector and the medium in which the ad appeared will appear on our website, www.asa.org.uk, on **3rd April** in a list with other advertisers that have co-operated in resolving complaints.

I do hope that this outcome is satisfactory to you, and finally I’d like to thank you for taking the time and trouble to write to us and bring this matter to our attention.

Yours sincerely,

Celia Howarth

Complaints Executive

Direct Line: [REDACTED]

Advertising Standards Authority
Mid City Place, 71 High Holborn
London WC1V 6QT
Telephone 020 7492 2222

We'll use the information that you have provided to us to categorise and process your complaint, conduct an investigation, inform you of the outcome and monitor the demographics of ASA complainants. We'll process this information on the basis of a [legitimate interest](#). To find out more, please read our [Privacy Notice](#) at www.asa.org.uk.

We conduct satisfaction surveys to understand your experience of dealing with us, and to make improvements in how we work. We conduct this research on the basis of a legitimate interest. You will be contacted by our research partner – Ipsos Mori – and asked to complete a short online survey. You can opt out of this by contacting us at enquiries@asa.org.uk. Please see our [Privacy Notice](#) for more information.

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All companies listed are registered at: Mid City Place, 71 High Holborn, London, WC1V 6QT

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