

Reference: 01793327

Information Requests  
[information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk)

15 April 2024

## Freedom of Information request: Right to know request

Thank you for your request for information about online advertisement complaints.

We received this request on 14 March 2024 and we have considered your request under the Freedom of Information Act 2000 (“the FOI Act”).

### Your request

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*I am requesting information on the number of complaints Ofcom received about online advertisements in 2023 (1st January 2023 - 31st December 2023).*

*I request that the total number of complaints be provided and for the data to also be broken down by the business/brand that the advertisement is about. If it is not possible to break the down by brand, I request that the data be broken down by product type.*

### Our response

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Whilst Ofcom does sometimes log complaints about advertisements, our contact centre would direct such complainants to the Advertising Standards Authority (ASA), as this is the relevant body to deal with these. Therefore, it might be better for you to approach the ASA as they are likely to have access to better data sets given that they regulate this area in the UK.

If you still wish to make a request for our data, please note that we log some advertisement complaints under our telecoms work and online safety work. With regards to the telecom’s complaints, we have the ability to log complaints related to misleading advertising related to fixed line, broadband, pay tv, etc. With regards to the online complaints, we have some categories around online adverts. Please be aware that as a standard practice, we do not break down the data by who the complaint is about but can by the product type e.g., broadband. Please clarify the specific information you wish or are after.

I hope this information is helpful. If you have any further queries, then please send them to [information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk) – quoting the reference number above in any future communications.

Yours sincerely,

Information Requests

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**Request an internal review**

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress.

Please email the Information Requests team ([information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk)) to request an internal review.

**Taking it further**

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner's Office](#).