



Kevin Bakhurst  
Group Director  
Broadcasting & Online Content Group and  
Executive Member, Ofcom Board  
Ofcom  
Riverside House  
2a Southwark Bridge Rd  
London  
SE1 9HA

Advertising Standards Authority  
Castle House, 37-45 Paul Street  
London EC2A 4LS  
Telephone 020 7492 2222  
Email [enquiries@asa.org.uk](mailto:enquiries@asa.org.uk)  
[www.asa.org.uk](http://www.asa.org.uk)

29 November 2021  
**By email**

Dear Kevin,

Thank you for your letter. We would be pleased to collaborate with Ofcom in the manner you propose and share information on our regulation of advertising on Ofcom-regulated VSPs, on a biannual basis.

Yours sincerely

A handwritten signature in blue ink that reads 'Guy'.

**Guy Parker**  
Chief Executive, ASA

**Legal, decent, honest and truthful**

**Chairman** Lord Currie of Marylebone **Chief Executive** Guy Parker  
**ASA Council** Aaqil Ahmed, Tess Alps, Zaid Al-Qassab, Reg Bailey, Krystle Sargent, Alison Hastings, Wesley Henderson, Richard Lloyd, Kirsten Miller, Nita P Woods, Rebecca Rumbul, and Neil Stevenson

The Advertising Standards Authority Limited, registered in England No 733214, Castle House, 37-45 Paul Street, London EC2A 4LS

The Advertising Standards Authority (Broadcast) Limited, registered in England No 05130991, Castle House, 37-45 Paul Street, London EC2A 4LS