



This Advertising and Policy Guidelines document relates to advertising, paid or unpaid, submitted to the New Zealand Chamber of Commerce in Hong Kong (NZCCHK) for publication via its website, e-news or other form of communication with its members, subscribers or viewers.

NZCCHK may provide an advertising rate card to advertisers upon request.

In principle, advertisements shall: (a) follow the intent of the objectives of NZCCHK in that they promote the economic, trade and/or investment relationships between New Zealand, Hong Kong, Macau and Southern China; (b) promote the interests of Corporate or Corporate Gold members; or (c) promote content considered to be of interest to NZCCHK members, subscribers or viewers subject to the other policies or guidelines in this document.

Advertisements may comprise images, text, video and hyperlinks. They are independent of editorial decisions and may not be deceptive or misleading. Paid advertising may comprise: flat rate; rate per insert; rate per campaign; activity based commission; or other agreed arrangement.

The decision as to whether any advertisement is accepted for publication at any time is at the sole discretion of NZCCHK. NZCCHK reserves the absolute right in its sole discretion to decline any advertising. For instance, advertising may be declined where it may be deemed damaging to the brand or reputation of NZCCHK, incompatible with NZCCHK's rules and objectives or otherwise inappropriate. NZCCHK reserves the right to decline or withdraw any advertisement even if the same had previously been accepted for advertising by NZCCHK.

Advertisements should clearly identify the advertiser and the product or service being promoted and will not be accepted if they appear to make unproven claims or be indecent or offensive in either text, artwork or other media. All advertisements should comply with all applicable laws and regulations including but not limited to relevant Hong Kong legislations as they relate to products and advertising.

Such Hong Kong legislations include, but are not limited to:

- Trade Descriptions Ordinance (Cap. 362)
- Control of Obscene and Indecent Articles Ordinance (Cap. 390)

- Ordinances under the purview of the Equal Opportunities Commission Hong Kong, including but not limited to, as they relate to marital status, disability, sex, pregnancy, religion, family status and race.

Once an advertisement has been published, it may subsequently be withdrawn from the respective media site at any time if the NZCCHK Executive Committee (or its nominated authority), in consideration of these guidelines, deems such withdrawal appropriate. Such withdrawal shall be without compensation.

Advertisers may be requested to make available to NZCCHK the marketing authorisation and/or summary of product characteristics when submitting their advertisement as proof of compliance to these guidelines.

NZCCHK at its discretion may publish advertorial content and such articles will be indicated as to source.

Editorial decisions will not be influenced by current or potential advertisers. Advertisers and sponsors have no control or influence over the results of any search a user may conduct through any search engine on any website by any keyword or search topic in relation to the advertisement.

NZCCHK does not endorse any product or service advertised or promoted by a sponsor in NZCCHK publications. Acceptance by NZCCHK for advertising shall not be construed as endorsement by NZCCHK of any business entity, person, brand, product or service relating to the advertisement. Editorial content is not influenced by commercial or financial interests.

Advertisements may include links to an advertiser's website or other hyperlink addresses. NZCCHK undertakes no responsibility and liability for any subsequent messaging, cookies and/or other web-based activity that may form part of the response to any user activating the link and/or any subsequent content, products or services that any user may access.

Any complaints or queries relating to advertising should be directed to: exec.officer@nzchk.com