

# 27

INTRODUCTION AND DATING  
SERVICES



## Background

Advertisements are acceptable, subject to rule [10.1.5: Prostitution and Sexual Massage](#) and rule [10.2: Indirect Promotion](#). Broadcasters should take care to comply with [Section 1: Compliance](#) – in particular rule 1.2 on social responsibility and [Section 4: Harm and Offence](#). Services operating through premium-rate telephone and text services are subject to [Section 22: Premium-rate Telephone Services and the Phone-paid Services Authority code](#).

For more information on the Phone-paid Services Authority code go to: [psauthority.org.uk](https://psauthority.org.uk)

For information on the Data Protection Act 1998 go to: [www.ico.gov.uk](http://www.ico.gov.uk).

## Rules

- 27.1 Radio Central Copy Clearance** – Radio broadcasters must ensure advertisements for an introduction or dating agency are centrally cleared.
- 27.2** All claims relating to matching require substantiation.
- 27.3** Advertisements must not dwell excessively on loneliness or suggest that people without a partner are inadequate.
- 27.4** Broadcasters must satisfy themselves that advertisers give customers clear advice on precautions to take when meeting people through an advertisement for an introduction or dating agency.
- 27.5** Advertisements for an introduction or dating agency must not have particular appeal to people under 18. See [Section 32: Scheduling](#).