Attachment 4: Complaints handling process for direct-to-consumer advertisements requiring prior approval

1. Complaint sent or referred to Complaints Resolution Panel (CRP)

2. Secretary of CRP verifies that the complaint may be considered by the CRP.

3. Sponsor of advertisement that is the subject of the complaint is given opportunity to respond to complaint.

4. Response is sent to complainant, who is given an opportunity to respond.

5. Complaint and responses considered by CRP

6. CRP makes interim determination and seeks further information from complainant or respondent or both.

7. Complaint is not justified

8. Complaint is justified

9. CRP requests withdrawal of advertisement and/or publication of retraction and/or correction statement

10. Sponsor complies with request

11. Sponsor fails or refuses to comply with request

12. Referred to TGA with recommendation for action