

Keep on track for CPA compliance

The [Association for Communication and Advertising](#) (ACA) has issued a statement advising advertising and communications agencies not to delay their preparations for ensuring compliance with the new regulations under the [Consumer Protection Act](#) (CPA), despite the deferral by the DTI of the general implementation date to 1 April 2011.

Agencies are strongly encouraged to make use of the additional preparation time to consult with industry bodies, legal practitioners and other stakeholders to fully understand the new legislative environment and initiate the appropriate changes.

The extension of the implementation date can be particularly beneficial for agencies whose advertising and marketing campaigns require a long lead time (e.g. television and print), and it would be in the best interests of these agencies to ensure compliance with the CPA as soon as possible.

For more, visit: <https://www.bizcommunity.com>