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Ed Senior, Compliance Executive,
eds@cap.org.uk
Advertising Standards Authority,

April 18 2019

Dear Mr Senior,

Thank you for your email April 12 2019 about our information poster "How safe is your phone?" and its factual statements. The following comments provide full and robust scientific substantiation and there is clearly no breach of any part of the ASA CAP Code.

- (1) Last year, 2017-18, over a period of some ten months, I provided the ASA with many pages of detailed explanation and references to hundreds of fully robust and peer-reviewed studies and many tens of copies of these. I am disappointed that the ASA has not had time to read them yet, stating that it "saw no evidence" ([link](#)).
- (2) The ASA has already pre-judged the evidence, against its own rules, as last time. Sir Hayden Phillips, the Independent Reviewer, stated that this was the ASA's "mistake".
- (3) The ASA statement that "in your poster ad you make the claims" is wrong. The poster clearly identifies that the first three claims are not by us, but by the scientific authorities referenced, the NTP ([1](#), [2](#), [3](#)), NHS ([4](#)) and IARC ([5](#), [6](#)). The ASA and the public can easily check this robust scientific evidence on the internet.
- (4) The fourth claim was fully substantiated with fully robust scientific evidence last year, when the ASA failed to provide any robust scientific evidence against this evidence.
- (5) February 25 2019 is impossible to fulfil given the actual email date of April 12 2019.

I await your explanation of:

- (a) why the ASA has not read the fully robust scientific evidence quoted on the poster;
- (b) why the ASA has not read the fully robust scientific evidence substantiating at great length our previous poster, when the ASA then failed to provide any robust science;
- (c) to whom the ASA refers our fully robust scientific evidence before forming its unscientific claims – last year I offered to supply names of recognised experts;
- (d) why the ASA has again made a "mistake" by already prejudging this poster, without waiting for our robust scientific evidence or reading that referenced on the poster, against the judgement of Sir Hayden Phillips, the ASA's Independent Reviewer.

Yours sincerely,

Michael Bevington (*attached: 1-3 NTP, 4 NHS, 5-6 IARC*)