

EASA Best Practice Principles:

- The consumer should benefit from the self-regulatory system and should be the focus of attention
- Self-regulation must be, and be seen to be impartial and independent of government, specific interests and interest groups
- The self-regulatory system must be transparent and accessible
- Self-regulation must be effective, rapid, flexible, current and applied in a non-bureaucratic manner
- Self-regulatory rules and procedures should be applied in both the spirit and the letter and should be regularly reviewed
- Consumer complaints should be handled free of charge
- A self-regulatory system must have adequate sanctions which can be enforced
- Self-regulation must always be in compliance with the law
- Self-regulatory systems must be sufficiently resourced and supported to be able to meet their objectives

EASA Best Practice Recommendations

The following Best Practice Recommendations have been issued by EASA to assist members and potential members:

- Advertising monitoring
- Code drafting and consultation
- Complaints handling
- Confidentiality of identity of the complainant
- Copy advice
- Digital marketing communications
- Jury composition
- Publication of decisions
- Self-Regulatory Organisation (SRO) communications
- SRO funding
- SRO standards of service
- Substantiation of claims