

Annex Q

Our mission and standards of service

The ASA's mission is to ensure that advertising in all media is legal, decent, honest and truthful, to the benefit of consumers, business and society.

Our vision is to be a customer-focused, best practice regulator where expertise is valued and shared.

Our guiding values in fulfilling our mission and achieving our vision are:

A customer focused organisation

- Helpful and accessible
- Independent of all pressures
- Accountable for our performance

A best practice regulator

- Fair, thorough and timely
- Consistent and proportionate
- Reliable and ethical

An excellent team

- Alert and aware
- Responsible and cooperative
- Learning and growing professionally

Standards of service

Our procedures are transparent and open to scrutiny and we work to published standards of service.

We are committed to:

- Being accessible to members of the public and the advertising industry
- Resolving complaints without undue delay, whilst recognising that complex complaints can take longer than the average
- Being effective in meeting the needs of our customers, whether members of the public or industry
- Delivering a high quality and professional service
- Being open about our procedures and our decision making, and accountable for our performance

Performance figures

You can view our performance against these commitments in our [Annual Report](#) (a full year summary), and our [Annual Statement](#) (performance in the first half of the year).