

Objective claim list

Record each objective claim and the documentation on file for it while the copy is in draft, so that claims without evidence are identified before the content is approved.

From the Intercepta AI blog article Advertising substantiation: what six regulators ask for, and when (15 October 2026), intercepta.ai/blog/substantiation-six-regulators

CLAIM AS WRITTEN	TYPE OF CLAIM	JURISDICTIONS	EVIDENCE ON FILE	WHERE THE FILE IS KEPT	OUTCOME BEFORE APPROVAL	ASSESSED BY	REUSE REVIEWED BEFORE PUBLICATION
Express or implied, with any qualification, and the content, version and publication date	For example performance, efficacy, comparative, price, environmental, health, future matter or other objective claim	Where the content will be published	Document and date		Evidence assessed as meeting the standard, claim amended or claim removed	Name or role and date of the compliance assessment	Content, publication date, reviewer and review date of each reuse
WORKED EXAMPLE The battery lasts ten hours, in standard use. Product page, version 2, published 16 March 2026	Performance	United Kingdom, United States, Canada	Battery test report, 3 March 2026	Shared drive, claims evidence folder	Evidence assessed as meeting the standard in each jurisdiction	Compliance lead, 10 March 2026	Email campaign, published 9 June 2026; compliance lead, 2 June 2026
WORKED EXAMPLE Charges to 80% in 20 minutes. Social post, draft 1	Performance	United Kingdom, United States	None held	Not applicable	Claim removed	Compliance lead, 12 March 2026	Not applicable

STANDARD BY JURISDICTION

NEW ZEALAND

Reasonable grounds when the claim is made (Fair Trading Act 1986, s 12A, with exceptions in s 12A(3) and s 12D)

UNITED KINGDOM

Documentary evidence capable of proving the claim, held before the marketing is released or submitted to a publisher (CAP Code rule 3.7, non-broadcast, applied by the ASA); the CMA can require evidence of accuracy, after giving a provisional notice and receiving representations, in a direct enforcement investigation into a suspected breach of the unfair commercial practices rules (DMCC Act 2024, s 195)

CANADA

An adequate and proper test before the claim is made, for claims about a product’s performance, efficacy, length of life or environmental benefits (Competition Act, s 74.01(1)(b) and (b.1); Bureau guidance on timing); adequate and proper substantiation for environmental claims about a business or business activity (s 74.01(1)(b.2))

AUSTRALIA

Reasonable grounds for claims about future matters (Australian Consumer Law, s 4); the ACCC can require information or documents that “could be capable of substantiating or supporting” a claim (s 219); therapeutic goods advertising to the public must be substantiated before publication (Therapeutic Goods Advertising Code, s 8(1)(b))

UNITED STATES

A reasonable basis before the claim is disseminated, and at least the level of support the advertisement claims, such as “tests prove”; competent and reliable scientific evidence for health-related claims (FTC Policy Statement 1984; Health Products Compliance Guidance)

SCOPE

Summarises the rules named above for the five jurisdictions in the article. Broadcast advertising codes, other self-regulatory codes and sector rules, such as those for financial services or health claims on food, may set further requirements. Content published in the European Union is subject to EU and member state rules not set out here.

The compliance team assesses whether the evidence on file meets the standard in each jurisdiction. Evidence on file does not by itself make a claim compliant, since the rules on how a claim is presented also apply. The standards are summarised as at 15 October 2026. This template is not legal advice.