

**From:** Seb Dance

**Sent:** Wednesday, February 19, 2025 5:13 PM

**To:** Caroline Russell

**Subject:** RE: Letter to the Mayor from Caroline Russell AM re: Shein ads on TfL

Dear Caroline,

Thank you for your letter of 5 February to the Mayor concerning Shein advertising campaigns on the Transport for London (TfL) estate. I am responding on his behalf.

The TfL advertising estate, termed 'out of home' advertising, is part of a wider network of advertising across in the UK in stations, bus shelters, high streets, shopping centres and airports. As you would expect, TfL conducts all its business and revenue generating activities as efficiently as possible and to the highest ethical standards and ensuring compliance with its legal obligations. TfL's Advertising Policy and the principles applied within it are reflective of these standards.

As you know, the Advertising Standards Authority (ASA) is the UK's independent advertising regulator, and the ASA makes sure adverts across the UK media comply with the advertising rules (the Advertising Codes) The Committee of Advertising Practice (CAP) is the sister organisation of the ASA and is responsible for writing the [Advertising Codes, Advertising codes - ASA | CAP](#). Changes to policy and advertising guidance implemented through the ASA and CAP ensure consistent standards across the UK. All advertising copy submitted to run on the TfL advertising estate is reviewed on a case-by-case basis against TfL's Advertising Policy and must also meet the ASA Advertising Codes. TfL has a rigorous copy review process, with its media partners reviewing every individual advert before it is placed on the network to ensure all advertising that runs on the network complies with both TfL policy and ASA regulations.

TfL's operation of its Advertising Policy is not static and the policy is updated to respond to changing circumstances. One example of this is asking TfL's advertising partners to refer to it all advertisements from, or mentioning, countries on the International Lesbian, Gay, Bisexual, Trans and Intersex Association (ILGA) list for having the death penalty. TfL then carefully reviews this advertising to ensure it is appropriate to run on the network.

I understand your concerns about Shein. There is, however, nothing in their advertisements that prevents them running on the TfL estate. It is not TfL's role to act as a censor or to interrogate the business practices of companies wishing to advertise on its network. All campaigns submitted for consideration are considered on their own merits, having regard to our policy and the Advertising Codes.

TfL is not the regulatory body for out of home advertising. If you feel the advertisements, you've seen are misleading, harmful or offensive, please raise your concerns with the ASA so they can review, and where appropriate take action.

Yours sincerely,

**Seb Dance**

Deputy Mayor for Transport