



Alcohol and Gaming Commission of Ontario
 90 Sheppard Avenue East
 Suite 200
 Toronto ON M2N 0A4
 Telephone: 416 326-8700 or 1 800 522-2876 toll free in Ontario
 Website: www.agco.ca

Liquor Advertising Complaints Form

All complaints forwarded to the Alcohol and Gaming Commission of Ontario (AGCO) regarding liquor advertising must be in writing on this form. Please note that reference to “liquor” means beer, wine and/or spirits or any combination thereof. Forms may be obtained by contacting the AGCO or through the Commission’s website at www.agco.ca.

Please complete the form by answering all questions and providing as much information as possible in regards to the advertisement, including where and when it was displayed or broadcast. Where possible, please include a copy of the advertisement with this form. Note: A separate complaints form is required for each advertisement.

The AGCO will review all complaints to determine non-compliance with the *Liquor Licence Act*, its Regulations and the AGCO’s Liquor Advertising Guidelines. The *Liquor Licence Act* and its Regulations can be viewed at www.ontario.ca/laws. The AGCO’s Liquor Advertising Guidelines can be viewed at www.agco.ca.

Complaints of a nature that fall outside of the scope of the *Liquor Licence Act*, its Regulations and the Liquor Advertising Guidelines should be forwarded to the advertiser directly, or to Advertising Standards Canada, who can be reached at 416 961-6311 or www.adstandards.com.

All complaints received by the AGCO will be acknowledged in writing within two (2) business days.

Please ensure all questions are answered

Complainant’s Name:		FOR OFFICE USE ONLY	
		Complaint No.	
Company Name (if applicable)			Telephone No. () -
Address		City / Town:	Province / State:
Postal Code:	Advertiser	Product advertised	
Type of Advertising			
<input type="checkbox"/> Print (e.g. poster, newspaper, magazine, billboard) <input type="checkbox"/> Radio <input type="checkbox"/> Television			

Details

(Print: provide location of advertisement, date appeared in newspaper, section, page.)

(Radio: provide radio station, date and time aired.)

(Television: provide TV station, time aired, program.)

Basis of Complaint (provide as much detail/description as possible and attach copy of advertisement if available)

Have you forwarded your complaint to the advertiser? Yes No

If No, do you intend to? Yes No

Signature

Date Submitted

YYYY

MM

DD

Notification

The information you submit is collected pursuant to the *Liquor Licence Act, R.S.O. 1990* Chapter L. 19. The principal purposes of the collection are to use the information to investigate the complaint and to contact the complainant (if necessary). The information may be disclosed pursuant to the *Freedom of Information and Protection of Privacy Act, R.S.O. 1990*, Chapter F. 31. For questions about the collection of this information, please contact Manager, Liquor Eligibility at: Alcohol and Gaming Commission of Ontario, 90 Sheppard Avenue East, Suite 200, Toronto, Ontario M2N 0A4 / Telephone: 416-326-8700 or 1-800-522-2876 (toll free in Ontario).