



HOW TO REPORT A MISLEADING GOOGLE AD TO THE ASA

If you've seen a misleading or suspicious ad on Google, you can raise a complaint with the Advertising Standards Authority (ASA).

Here's how to do it:

1. WHERE TO MAKE A COMPLAINT

Report a Scam Ad:

<https://www.asa.org.uk/make-a-complaint/report-an-online-scam-ad.html>

General Complaint about an Ad:

<https://www.asa.org.uk/make-a-complaint.html>

Raise
Awareness
By Making a
Complaint

2. WHAT YOU'LL NEED

To help the ASA assess your complaint, try to gather the following:

- **Details about the ad:** Where and when you saw it (e.g. Google search results, date/time)
- **Evidence:** A screenshot, photo, or video of the ad (if possible)

3. SUPPORTING TEXT TO HELP TO DESCRIBE YOUR COMPLAINT (COPY AND PASTE)

Breaches of the Advertising Standards (CAP Code):

I believe this ad breaches multiple sections of the CAP Code, including:

3.1 & 3.3: The ad is misleading and omits important pricing information.
3.4 & 3.5: It hides or distorts essential cost details that would affect a consumer's decision.
3.33–3.35: It uses vague or unclear "from" pricing, without proper explanation.
False or misleading location claims suggesting a local presence when there is none.

These tactics mislead consumers, damage trust, and prevent fair competition with genuine businesses.

The Master Locksmiths Association (MLA) holds extensive records of complaints from consumers who have been misled by search engine advertising. If you require further information please contact them directly at marketing@locksmiths.co.uk.



Copy & Paste
Our Template

WHY IT MATTERS TO REPORT

Misleading adverts not only confuse or exploit consumers — they also harm legitimate businesses that follow the rules. Taking a moment to report these issues helps ensure online advertising stays fair and transparent.

Useful Information

If you think you have been overcharged by a locksmith, our below guides should help, or prevent overcharging in the future:

How to Spot a Rogue Locksmith

**CLICK HERE FOR
ADVICE**



**Make a Complaint
Against a Locksmith**

**FILL IN OUR
COMPLAINT FORM**



**Find Local MLA
Approved Locksmiths**

**FIND A LOCKSMITH
IN YOUR AREA**



Get in touch.

Advice & Complaints  enquiries@locksmiths.co.uk

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www.locksmiths.co.uk 