



# 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](mailto: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](mailto:enquiries@locksmiths.co.uk)

**Press & Marketing**

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