
Imprints for recall petition campaigners

Petition campaign material is material published to promote the success or failure of a recall petition.

Under the Recall of MPs Act 2015, there are rules about putting imprints on recall petition material.

Whenever printed recall petition material is produced, it must contain certain details (which we refer to as an 'imprint') to show who is responsible for the material. This helps to ensure there is transparency about who is campaigning.

We provide advice and guidance on these rules but we do not enforce them. Decisions on the investigation and prosecution of imprint offences are a matter for the police and the prosecution services, and any allegations of non-

compliance should be made to the police.

The rules on imprints apply to all petition campaigners, whether or not you are registered with the Petition Officer. This factsheet explains the rules you must follow.

What is a recall petition campaigner?

Recall petition campaigners are individuals or organisations that campaign to promote the success or failure of a petition to recall an MP once a petition has been triggered under the Recall of MPs act 2015.

What is recall petition material?

Recall petition material is material such as leaflets, adverts and websites published to promote or procure the success or failure of a recall petition.

There are general rules on recall petition material, and other campaign activity, undertaken by recall petition campaigners that may also apply to

you. These rules cover spending limits, donations and reporting. You can read more in our [guidance for recall petition campaigners](#).

What must you include?

On printed recall petition material such as leaflets and posters, you must include the name and address of:

- the printer
- the promoter
- anyone on whose behalf the material is being published (and who is not the promoter)

The promoter is the person who has caused the material to be published.

You must use an address where you can be contacted. It can be a home address or an office or business address. You can also use a PO Box address or other mailbox service.

If you are putting an advert in a print newspaper, your advert does not need to include the printer's name and address, but the name and address of the printer of the newspaper must appear on the first or last page of the newspaper. The advert must include the other details as usual.

If you are being paid to publish recall petition material, the material must include an imprint which includes the details of whoever is paying you. This is because either they are the promoter, or you are publishing the material on their behalf.

In all cases, you must make sure that the imprint lists all the organisations involved in publishing and promoting the material.

It is an offence for a printer or promoter to publish printed recall petition material without an imprint.

Example of an imprint

If you are a registered petition campaigner, the promoter may be the person notified to the Petition Officer as the 'responsible person', or someone authorised by them to incur spending, or the organisation itself.

A standard imprint should look like this:

Printed by Armadillo Printing Ltd,
20 Barry Avenue, Leeds.

Promoted by J Smith on behalf of
the Campaign Group, both of 110
High Street, Stafford.

If the material is digital there is no printer, so a digital imprint on recall petition material should look like this:

Promoted by the Campaign
Group, 110 High Street, Stafford.

Where do you put the imprint?

If your material is a single-sided printed document – such as a window poster – or where most of the information is on one side, you must put the imprint on that side of the document.

If it is a multi-sided printed document, you must put it on the first or last page.

Websites and other electronic material

As good practice, we recommend that you should put an imprint on electronic material, such as websites and social media posts. The imprint should include the name and address of the promoter and any organisation or individual on whose behalf it has been published.

Where it is impractical to place the full imprint on the recall petition material you should consider how to provide some other means for the material to be associated with you.

Social media

We recommend that you include the imprint in the post itself. You can also include it somewhere closely and clearly linked.

For example, on Twitter your imprint can be included prominently on your profile. For paid adverts on Facebook, you can include the imprint in the disclaimer text which accompanies the advert.

You can add the imprint as an image.

Crowdfunding

If you are using a crowdfunding website, you should ensure that it is clear on the web page who the money is being donated to. We recommend that you should put an imprint on the web page. You can find out more information in our [crowdfunding factsheet](#).

Images and cartoons

We recommend that you include the imprint in the image itself.

If it is posted on social media, you can include the imprint in the same

way as you would for any social media post.

If it is impractical to place a full imprint on to an image, you should include the text of a link, or a hyperlinked logo or emblem that leads to your full imprint.

Videos

We recommend that you include the imprint in the video itself. The imprint should be legible and appear for long enough for voters to read it.

If the video is posted on social media, you can include the imprint in the same way as you would for any social media post.

Posters for downloading

Any posters that are available for download from a website should carry the full imprint. If the posters are printed out and displayed as printed material, they must carry a full imprint including the printer's details. If you intend people to do this, you should leave a space for them to include their details as the printer.

Comments

Individual comments posted onto discussion forums are unlikely to be covered by the rules on imprints or the rules on petition campaigning.

But as good practice, we suggest that if you use these forums you make your identity clear where possible.

Where you can find more information

We publish guidance for recall petition campaigners which can be found [here](#).

You can contact us for advice on imprints, spending and donations using the contact details below.

Call us on

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