

## Your response

Question	Your response
<p><b>1. Do you agree with our proposed approach to the:</b></p> <ul style="list-style-type: none"> <li>a) additional measure of informed consent set out in Practice 7.3;</li> <li>b) new Practice 7.15; and</li> <li>c) new Rule 2.17?</li> </ul> <p>Please give reasons for your answer.</p>	<p>Yes. We agree with the new proposals.</p> <p>Ofcom have considered the points made by broadcasters during the consultation period and these proposals address the concerns raised.</p> <p>We look forward to the updated Guidance as this will be key to successful implementation of the new Rule and Practices.</p>
<p><b>2. Do you agree with the proposed wording of the:</b></p> <ul style="list-style-type: none"> <li>a) additional measure of informed consent set out in Practice 7.3;</li> <li>b) new Practice 7.15; and</li> <li>c) new Rule 2.17?</li> </ul> <p>Please give reasons for your answer.</p>	<p>Yes. We agree with the proposed wording.</p> <p>We look forward to the clarity the updated Guidance will provide.</p>