**Freedom of Information Act Request**

Reference: ECC19036012 09 25  
Response: 15 September 2025

I can confirm that Essex County Council does hold this information, and where we are able to release this, our response is listed below.

1. **Regarding the response ECC18910619 08 25 to my previous request. To clarify, for the two cases involving the cancer act, which were investigated, and which (if any) resulted in action being taken?**

The complaint in 23/24 was investigated as the complainant felt that an advertisement within a shop premises breached the Cancer Act 1939. This service investigated the complaint and liaised with the authority where the Head Office for the business was located. However, it was agreed that the poster did not breach the Act and therefore no further action was possible.

The complaint in 24/25 was received as a notification. This service receives referrals and notifications from our colleagues at the Citizens Advice Consumer Service (CACS) who provide all first stage advice nationally for Trading Standards and it is our main source of intelligence. Referrals are read and actioned in line with our National Intelligence Model process and graded using a threat matrix. Notifications are not routinely read or actioned. In this case the business was based in Germany and the complainant was signposted by CACS to the Law Society, Competitions & Markets Authority and The Advertising Standards Authority.

**Your Right to Know**

Democracy and Transparency

Essex County Council

Telephone: 033301 38989

Email: [YourRight.ToKnow@essex.gov.uk](mailto:YourRight.ToKnow@essex.gov.uk) | [www.essex.gov.uk](http://www.essex.gov.uk)