

Out of Home and Photosensitive Epilepsy (Flashing Images)

In line with other media channels, Outsmart members must take care that advertisements do not contain flickering images or types of patterns which may cause problems for people with photosensitive epilepsy (PSE).

Out of Home is a public medium and as such members have a responsibility to ensure photosensitive epilepsy (flashing images) forms part of their copy-approval process. Both CAP and OFCOM rules highlight the risk:

CAP Code 4.7

Marketers must take particular care not to include in their marketing communications visual effects or techniques that are likely to adversely affect members of the public with photosensitive epilepsy.

OFCOM Rule 2.12 Flashing Images

Flashing images and/or patterns can cause seizures in people with photosensitive epilepsy. The Ofcom guidelines, based on scientific research, are intended to limit the incidences of seizures and a warning should only be used in place of the guidelines if editorially justified.

Best Practice for Members

If you receive creative copy that contains flashing imagery or types of patterns which may cause problems for people with photosensitive epilepsy, you should confirm with the customer that their creative has passed a Harding Flash and Pattern Analyser (FPA) test or other suitably robust equivalent test, before accepting the creative.