

From: [Emma Strain](#)
To: [REDACTED]
Subject: RE: COPY - Scientology - for comment
Date: 16 May 2025 16:27:27
Attachments: [image001.png](#)

Hi

I agree too, noting [REDACTED] comments particularly.

Emma

From: [REDACTED]@tfl.gov.uk>
Sent: Friday, May 16, 2025 3:44 PM
To: [REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>; [REDACTED]@tube.tfl.gov.uk>;
Emma Strain [REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>;
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>
Subject: RE: COPY - Scientology - for comment

Fine for us, thanks!

[REDACTED]
Mobile: [REDACTED]
The main press office number is [REDACTED]

From: [REDACTED]@tfl.gov.uk>
Sent: Friday, May 16, 2025 3:38 PM
To: [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>; [REDACTED]@tube.tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>
Subject: RE: COPY - Scientology - for comment

From: [REDACTED]@tfl.gov.uk>
Sent: Friday, May 16, 2025 3:36 PM
To: [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tube.tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]

[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>

Subject: RE: COPY - Scientology - for comment

Hi all,

I agree with you both.

Thanks,

[REDACTED]

From: [REDACTED]@tfl.gov.uk>

Sent: Friday, May 16, 2025 12:10 PM

To: [REDACTED]@tube.tfl.gov.uk>; [REDACTED]@tfl.gov.uk>;
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>;
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>

Subject: RE: COPY - Scientology - for comment

Hi [REDACTED]

The adverts are the same as what previously ran with us. I think they are ok to run.

Thanks

[REDACTED]

From: [REDACTED]@tube.tfl.gov.uk>

Sent: Thursday, May 15, 2025 8:53 AM

To: [REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>;
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>

Subject: COPY - Scientology - for comment

Hi All

Please find attached a CAF from Global for Scientology

Please can you let me know your comments

Thanks

[REDACTED]

Contract Manager - Advertising | Commercial Media

Mobile: [REDACTED]

8th floor, 5 Endeavour Square

Stratford London, E20 1JN

Email: [REDACTED]@tube.tfl.gov.uk

From: [Tfl Copy Approval](#)
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Scientology CAF
Date: 19 May 2025 09:02:00
Attachments: [Scientology CAF - approved.pdf](#)
[image002.png](#)
[image003.png](#)

Hi [REDACTED]

Please find attached approved CAF

[REDACTED]
Contract Manager - Advertising | Commercial Media
Mobile: [REDACTED]
8th floor, 5 Endeavour Square
Stratford London, E20 1JN
Email: [REDACTED]@tube.tfl.gov.uk
[REDACTED]



From: [REDACTED]@global.com>
Sent: Wednesday, May 14, 2025 7:37 PM
To: [REDACTED]@tfl.gov.uk>
Cc: [REDACTED]@global.com> [REDACTED]@global.com>; [REDACTED]
[REDACTED]@global.com>
Subject: Scientology CAF

Hi [REDACTED]

Please find attached Scientology CAF for review.

Would this be approved to run on the network?

Thank you,
[REDACTED]

[REDACTED]
Partnerships Executive- TfL
Outdoor

[REDACTED]
@global
[global.com](#)

7th floor, Lacon Building, 84 Theobalds Road, London, WC1X 8NL



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COPY APPROVAL FORM

Copy will be assessed in line with TfL's Advertising Policy.

All advertisements appearing on TfL's services must be in accordance with this policy.

ALL FIELDS MUST BE COMPLETE - GREY FIELDS TO BE COMPLETED BY TFL

1: Campaign Details (to include advertiser, number and site types, start and finish dates, revenue):
Client: Scientology
Campaign 'live' dates: 25 th May 2025 – 8 th June 2025 (Ribbons) 2 nd June 2025 – 27 th July 2025 (48 Sheet)
Printing deadline date: 19 th May 2025
Sites: 1x Ribbon and 9x 48 Sheets
2: Date First Submitted and subsequent submissions:
14 th May 2025
3. Reasons for Referral to TfL (description and clause reference):
The creative contains reference to a religious organisation.
2.3 (q)
4. HFSS Considerations.
5. CAP Advice
6: Approval Status: Approved Approved – this approval is based on the creatives supplied, if any amendments are made to the artwork this approval is void and the creatives must be resubmitted for TfL comment
7: HFSS Approval Status: Approved/Rejected/N/A (Delete as appropriate)
8: TfL Approval Level:
9: Reasons for Rejection: Include all Policy clauses breached
10: Creative: Include all creatives – Please see below



**I'm a
Scientologist.**

—Joe, Musician

Curious?
scientology.org/stories



**I'm a
Scientologist.**

—Elizabeth, Mother

Curious?
scientology.org/stories

**I'm a
Scientologist.**

—Robert, Cinematographer

Curious?
scientology.org/stories



**I'm a
Scientologist.**

—Courtney, Writer

Curious?
scientology.org/stories



COPY APPROVAL

REFERRAL REQUIREMENTS

Media partner must refer all copy to TfL that includes references/images of the following:

- Weapons, (guns, knives, swords etc)
- Immediate violence shown towards those in the advert
- Nudity, (men and women, both lingerie and swimwear)
- Potential body image issues eg ads featuring unreasonable images of men and women eg too thin, overly sexualised. Also ads featuring products such as Cosmetic Surgery, hair restoration treatments, food and protein supplements
- Religious references, (crucifix, possessions, quotations etc)
- Political, (political causes, lobbying etc)
- Gambling
- Potential offensive cultural symbols (example a swastika)
- Short Term lettings
- Poor Human rights countries
- Electric Scooters

Media partner must refer all copy to TfL that could affect Landlords Interest:

- Graffiti
- References to TfL and the Mayor
- TfL information sourcing
- Taxi and private hire services and Apps eg Uber
- Broken Glass
- Vape Cigarettes
- Pay day loans
- Utilising/incorporating customers

ALL COPY FOR APPROVAL SHOULD BE SUBMITTED TO [REDACTED]@tfl.gov.uk

THIS EMAIL ADDRESS SHOULD ALSO BE USED FOR ANY QUESTIONS RELATING TO COPY APPROVAL OR THE TFL ADVERTISING POLICY

ADVERTISING IS NOT CONSIDER AS APPROVED UNTIL A COMPLETED VERSION OF THIS FORM IS RETURNED

Link to TfL Advertising Policy: <https://content.tfl.gov.uk/tfl-advertising-policy-250219.pdf>

In case of urgency or if you need to discuss items further, please contact:

██████████ T: ██████████ E: ██████████ [@tube.tfl.gov.uk](mailto:██████████@tube.tfl.gov.uk)

██████████ T: ██████████ E: ██████████ [@Tfl.gov.uk](mailto:██████████@Tfl.gov.uk)

From: [TfL Copy Approval](#)
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Scientology CAF
Date: 02 January 2025 12:17:00
Attachments: [Scientology CAF - approved.pdf](#)
[image002.png](#)
[image003.png](#)

Morning [REDACTED]

Happy New Year!

Can you just check with the client that all people included in the creative have consented to their image being used?

If so this is approved

Thanks

[REDACTED]
Contract Manager - Advertising | Commercial Media
Mobile: [REDACTED]
8th floor, 5 Endeavour Square
Stratford London, E20 1JN
Email: [REDACTED]@tube.tfl.gov.uk



From: [REDACTED]@global.com>
Sent: Tuesday, December 24, 2024 11:41 AM
To: [REDACTED]@tfl.gov.uk>
Cc: [REDACTED]@global.com>; [REDACTED]@global.com>; [REDACTED]
[REDACTED]@global.com>
Subject: Scientology CAF

Hi [REDACTED],

Please find attached Scientology CAF with CAP advice for review.

Would this be approved to run on the network?

Thank you,

[REDACTED]

[REDACTED]
Partnerships Executive- TfL
Outdoor

[REDACTED]
@global
[global.com](#)

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From: [Emma Strain](#)
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: COPY - Scientology - for comment
Date: 02 January 2025 11:04:41
Attachments: [image001.png](#)

Hi,
I agree with [REDACTED] and [REDACTED]. I also had a quick look at their website and can see at least one of the stories is about [REDACTED] who is featured in the ad. However, it is worth checking this point.
[REDACTED]

From: [REDACTED]@tfl.gov.uk>
Sent: Tuesday, December 31, 2024 11:08 AM
To: [REDACTED]@tube.tfl.gov.uk>
Cc: [REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>; Emma Strain <[REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>
Subject: RE: COPY - Scientology - for comment

Hi [REDACTED]

CCA cannot see any reason to reject this creative.

Thanks,
[REDACTED]

From: [REDACTED]@tfl.gov.uk>
Sent: Tuesday, December 24, 2024 3:12 PM
To: [REDACTED]@tfl.gov.uk>; [REDACTED]@tube.tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>; Emma Strain [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>
Subject: Re: COPY - Scientology - for comment

[REDACTED]
[REDACTED]
[REDACTED]

Thanks,
[REDACTED]

From: [REDACTED]@tfl.gov.uk>
Sent: Tuesday, December 24, 2024 1:36:59 PM
To: [REDACTED]@tube.tfl.gov.uk>; [REDACTED]@tfl.gov.uk>;

Emma Strain <[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>;
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>

Subject: RE: COPY - Scientology - for comment

Hi [REDACTED]

I don't see any grounds to reject, but would be interested in other views.

Regards

[REDACTED]

From: [REDACTED]@tube.tfl.gov.uk>

Sent: Tuesday, December 24, 2024 12:59 PM

To: [REDACTED]@tfl.gov [REDACTED]@tfl.gov.uk>; + [REDACTED]
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>; [REDACTED]@tfl.gov.uk>; [REDACTED]
[REDACTED]@tfl.gov.uk>

Subject: COPY - Scientology - for comment

Hi All

Please find attached a CAF from Global for Scientology

Please let me know your thoughts on this

Thanks

[REDACTED]
Contract Manager - Advertising | Commercial Media
Mobile: [REDACTED]
8th floor, 5 Endeavour Square
Stratford London, E20 1JN
Email: [REDACTED]@tube.tfl.gov.uk
[REDACTED]



COPY APPROVAL FORM

Copy will be assessed in line with TfL's Advertising Policy.

All advertisements appearing on TfL's services must be in accordance with this policy.

ALL FIELDS MUST BE COMPLETE - GREY FIELDS TO BE COMPLETED BY TFL

1: Campaign Details (to include advertiser, number and site types, start and finish dates, revenue):

Client: Scientology

Campaign 'live' dates: 13th January 2025 – 9th February 2025

Printing deadline date: 30th December 2024

Sites: 3x 48 Sheet

2: Date First Submitted and subsequent submissions:

24th December 2024

3. Reasons for Referral to TfL (description and clause reference):

The creative contains reference to religion.

2.3 (q)

4. HFSS Considerations.

n/a

If No: Insert reason why CAP advice not required

Merry Christmas Eve to you ■■■!

Thank you for your enquiry to Copy Advice.

Please note that in issues of potential harm and offence, it is impossible to predict all bases on which someone might complain about an ad and it is therefore important for the enquirer to provide us with any relevant contextual information that might otherwise fall outside of the team's general knowledge, in order to offer an informed view.

Notwithstanding any additional information, I write to confirm that the advertising copy you submitted seems to comply with the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (the [CAP Code](#)). We have looked at this copy in light of existing ASA

rulings and believe that, if factual evidence is held to support the claims made, the ASA is unlikely to uphold complaints against it. We shall advise the ASA of our belief if it considers complaints against this copy.

Although it is given by the CAP Copy Advice team in good faith, this advice does not bind CAP or the ASA, both of which might require the advertiser to provide evidence to substantiate their claims at a later date. Please note also that CAP has a regulatory role for many types of marketing communications. Our independence would be compromised if we were to endorse products or services and our advice should never be used for such purposes. You should be aware that, although it is designed to reflect the law, the Code does not cover marketers' legal or other obligations, which remain their responsibility.

Environmental claims

If you or your clients are considering making environmental claims in advertising, do read our advice and resources at www.asa.org.uk/environment to ensure ads stay within the rules. Environmental claims must not mislead and ads in general must not be socially irresponsible. Advertisers have to be able to substantiate any green claims made with suitably robust evidence and shouldn't encourage consumers to be harmful to the environment. If advertisers do make environmental claims in their advertising, they can't just use them to be seen to be green, they have to actually be green.

For more information on specific sections of the CAP Code, please see our [AdviceOnline](#) guidance and follow [@CAP_UK](#) on Twitter for updates.

I hope this is useful, if you have any questions please do not hesitate to contact me.

Kind regards

[Redacted signature]

Copy Advice Executive

asa.org.uk | [Redacted email] [@cap.org.uk](mailto:[Redacted email]@cap.org.uk)



6: Approval Status: Approved

Approved – this approval is based on the creatives supplied, if any amendments are made to the artwork this approval is void and the creatives must be resubmitted for TfL comment

7: HFSS Approval Status: Approved/Rejected/N/A (Delete as appropriate)

8: TfL Approval Level:

9: Reasons for Rejection: Include all Policy clauses breached

10: **Creative:** Include all creatives – Please see below



**I'm a
Scientologist.**
—Joe, Musician

Curious?
scientology.org/stories

The advertisement features a man with reddish-brown hair, identified as Joe, a musician. He is wearing a black bomber jacket and is sitting in what appears to be a library or a room with bookshelves in the background. The background is a soft-focus blue and white bokeh. The text is overlaid on the left side of the image.



**I'm a
Scientologist.**
—Elizabeth, Mother

Curious?
scientology.org/stories

The advertisement features a woman with long brown hair and glasses, identified as Elizabeth, a mother. She is wearing a blue denim dress over a patterned top and is holding a young child with blonde hair. They are outdoors in a grassy field with trees in the background. The background is a soft-focus green and yellow bokeh. The text is overlaid on the left side of the image.

**I'm a
Scientologist.**

—Robert, Cinematographer

Curious?
scientology.org/stories



**I'm a
Scientologist.**

—Courtney, Writer

Curious?
scientology.org/stories



COPY APPROVAL

REFERRAL REQUIREMENTS

Media partner must refer all copy to TfL that includes references/images of the following:

- Weapons, (guns, knives, swords etc)
- Immediate violence shown towards those in the advert
- Nudity, (men and women, both lingerie and swimwear)
- Potential body image issues eg ads featuring unreasonable images of men and women eg too thin, overly sexualised. Also ads featuring products such as Cosmetic Surgery, hair restoration treatments, food and protein supplements
- Religious references, (crucifix, possessions, quotations etc)
- Political, (political causes, lobbying etc)
- Gambling
- Potential offensive cultural symbols (example a swastika)
- Short Term lettings
- Poor Human rights countries
- Electric Scooters

Media partner must refer all copy to TfL that could affect Landlords Interest:

- Graffiti
- References to TfL and the Mayor
- TfL information sourcing
- Taxi and private hire services and Apps eg Uber
- Broken Glass
- Vape Cigarettes
- Pay day loans
- Utilising/incorporating customers

ALL COPY FOR APPROVAL SHOULD BE SUBMITTED TO [REDACTED]@tfl.gov.uk

THIS EMAIL ADDRESS SHOULD ALSO BE USED FOR ANY QUESTIONS RELATING TO COPY APPROVAL OR THE TFL ADVERTISING POLICY

ADVERTISING IS NOT CONSIDER AS APPROVED UNTIL A COMPLETED VERSION OF THIS FORM IS RETURNED

Link to TfL Advertising Policy: <http://content.tfl.gov.uk/advertising-policy-july-2016.pdf>

In case of urgency or if you need to discuss items further, please contact:

██████████ T: ██████████ E: ██████████ [@tube.tfl.gov.uk](mailto:██████████@tube.tfl.gov.uk)

██████████ T: ██████████ E: ██████████ [@Tfl.gov.uk](mailto:██████████@Tfl.gov.uk)