



OFCOM statement

At PVC-U-LIKE we fully understand that there needs to be more protection for both women and children from being harassed, subjected to revenge pornography, exposure to pornographic images, stalking, obscene picture sharing and we take our responsibility as a website retailer in ensuring that our site is monitored and checked for anything that would be deemed pornographic.

Our website is a retail portal for customers who have a fetish for PVC clothing and wish to be able to purchase this clothing safely and without discrimination. Our demographic is generally in an age range from late 30's to 80 year olds. PVC fetishism was born out of a 1960's and 1970's use of PVC as both a practical method of keeping dry but also highly fashionable clothing and was seen very much in pop and arts culture. Many youngsters were bought a PVC raincoat for keeping them dry on their walk to school and for many this is where the fascination was born. Like so many quirks of sexuality PVC fetish just forms a long list of what "turn's people on" and it should not be demonised or hidden away as it is a part of person's freedom of expression and sexuality as long as it does not harm others. Our website caters for all aspects of PVC fetishism and for many is the only place where they can buy this clothing and as such the images have to provide a good representation of what the customer will receive.

In anticipation of the new Ofcom rules arriving in March 2025 we carried out a risk assessment of our website to ascertain whether it contained any images that may be deemed pornographic. The definition of pornographic as detailed by the act is **"content of such a nature that it is reasonable to assume that it was produced solely or principally for the purpose of sexual arousal."** All images on the PVC-U-LIKE website are produced to sell the clothes and for no other reason. Apart from two images that have been removed all of the models on our website are dressed in PVC and there is no intention to show any nakedness or genitalia which might be inappropriate to a person under 18. In fact all of our images have been used to sell products on portals such as Ebay which have very strict rules when it comes to images that may cause offence or distress. We also assessed whether a person under 18 would either be searching for our website or in fact interested in our products and the answer is No. A young person who may have access to a device which their parents bought for them and allow them to use unsupervised may be curious about naked women or men or even sexual activity, if they were searching for this material it is highly unlikely they would come across our website. However in the rare instance where a minor may come across our site we have checked our site thoroughly to ensure that there is no pictures that may cause offence or distress.

We do not sell our products to anyone under the age of 18. To purchase any product from our website you have to pay by credit card and to obtain a credit card you have to be over 18. We cannot legislate if a person uses a stolen card or uses another person's card we have no way of checking if fraudulent use of a card is attempted.

PVC-U-LIKE is a manufacturer of PVC clothing. We do not offer any "one to one" chat lines or methods of "messaging" We do receive emails mainly about product descriptions, sizing, postal rates etc. If a customer starts an inappropriate conversation with our staff they are instructed to shut the conversation down straight away and warn the person that they will be blocked if any conversation

that is inappropriate continues. If there is any persistence of this type of behaviour management will step in and in rare cases the Police will be involved. Fortunately most customers are very polite and in only a few rare occasions have customers been warned about their behaviour to our staff.

PVC-U-LIKE employ mainly women workers. We take their welfare very seriously. Every employee is paid the national minimum wage in and many cases above this rate. As with any European country's there are many safe guards in place within our workplace. We do not tolerate any bullying, harassment, violence or inappropriate behaviour. Any person found to be in breach of these rules is dealt with swiftly and robustly. Fortunately in 25 years of trading we have not had to deal with such instances. Health and mental safety is taken seriously in our business. We have our own in house mental health officer and a private and quiet place is provided for any staff who need to talk about any issues they have. We carry out risk assessments in our workplace to ensure the health and safety of our employees.

PVC-U-LIKE employs models to showcase our products. These models are professionals and it is their chosen profession. They choose to model and they work to certain predetermined "levels" of nudity. The models employed must demonstrate that they are over the age of 18. They must prove that they are entitled to work in the UK and prove their age and UK address by way of either a passport or driving license. Every model is given a detailed description of what is required of them in the modelling assignment. In some cases the content may be discussed and modified if required. PVC-U-LIKE will only ask the model to work to the level that she has determined in advance. No model is forced to do anything they do not want to do. In fact in every shoot there are two PVC-U-LIKE attendees one of which is usually a female photographer. The model is asked after the shoot if there was anything she was unhappy with before they sign a model release allowing the images to be used on our website. Fortunately no model has ever complained about their treatment or ever refused to allow an image to be released. PVC-U-LIKE has an enviable reputation within the industry of paying their models well and treating them with respect.

Some products on our website might be seen as strange or even dangerous. These products come with a very strong warning about any dangers that may exist. Part of PVC fetishism involves being immersed in PVC or wearing a hood made from PVC. To the un-initiated this may seem stupid or dangerous but for the wearer it is about the smell of the Plastic and the feeling of the PVC on their face. Customers who buy these products are not contemplating suicide or trying to kill themselves. They are over 18 and they understand the risks involved and there are stern warnings about the use of these products. Once again these products are never sold or offered to people under the age of 18. Conversely if a person was searching the internet on ways to commit suicide it would be highly unlikely that they would find PVC-U-LIKE, there is no reference whatsoever to self-harm on our website and we would never condone such behaviour but in respect of customers who want to wear a mask it is their right to explore their sexuality and they should be free to make these choices. PVC-U-LIKE understand what the customer is trying to achieve and as such place strong warnings on the product description before purchase and with a strong warning on the packaging before the customer unwraps the goods. If the customer has any doubts they are encouraged to return the goods un-opened where a full refund will be made. In 25 years of trading there has not been one incidence where a customer has harmed themselves with the use of these products.

In summary

PVC-U-LIKE strives to make their website safe to view with a careful balance between what the customer wants to purchase and images that might cause or offend unwitting browsers.

PVC-U-LIKE monitors its site for any content that might be deemed pornographic and will remove any content should a complaint be made and upheld.

PVC-U-LIKE treats its customers, employees and external workers with dignity and respect and maintain strong ethics and care for all concerned.

If any party wishes to discuss our site, its contents or ways that our operation can be improved please feel free to contact us.

Gary Lowther

Director