

Reference: 02094868

Information Requests
information.requests@ofcom.org.uk

19 November 2025

Dear,

Freedom of Information request: Right to know request

Thank you for your request for information concerning Reality television programmes.

We received this request on 23 October 2025 and we have considered your request under the Freedom of Information Act 2000.

Your request & our response

1. Eligibility & Vetting Guidance

All guidance, policies, or manuals regarding selection of participants in civilian reality television programmes.

Specific rules concerning political affiliations, influencer status, commercial sponsorships, or pre-existing public profiles.

Although the [Ofcom Broadcasting Code](#) ('Code') contains rules relating to matters of due impartiality and commercial references in programming, as set out under sections 5, 6, 9 and 10 of the Code, contestant selection is an editorial matter for the broadcasters in the first instance, and there are no Code rules or guidance specifically referring to the selection of participants in reality television programmes.

2. Internal Assessments & Reform Considerations

Any internal memos, emails, or reports discussing reforms to contestant selection or preserving "civilian integrity."

Records of meetings, briefings, or proposals between departments, including Ofcom compliance, DCMS oversight, or broadcaster correspondence.

We do not hold the requested information.

3. Complaints, Investigations & Enforcement

Records of complaints, investigations, or sanctions relating to undeclared political or influencer status among reality TV participants since January 2020.

Any Ofcom decision notices, reports, or correspondence with broadcasters regarding breaches of participant eligibility rules.

We have searched our records and we do not hold any valid complaints relating to 'undeclared political or influencer status'.

4. Data & Transparency

Any statistics, anonymised demographic breakdowns, or monitoring reports submitted to Ofcom or kept internally concerning reality TV participants' political or influencer affiliations.

We do not hold the requested information.

Yours sincerely,

Information Requests

Request an internal review

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress. Please email the Information Requests team (information.requests@ofcom.org.uk) to request an internal review.

Taking it further

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner's Office](#).