

## Gemma Jacob

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**From:** Danny Keillor  
**Sent:** 18 October 2024 11:17  
**To:** Chris Reader; Emma Strain; Lynsey Rowles; +CCA Ad Copy Review; Anna Condliffe; Kiera Petchey; Donata MacCrossan; Mark Evers; Rebecca Canham  
**Subject:** Re: COPY - Dignity in Dying - for comment

I agree as well.

Cheers  
Danny

Sent from [Outlook for iOS](#)

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**From:** Chris Reader [REDACTED]@tfl.gov.uk>  
**Sent:** Friday, October 18, 2024 9:43:32 AM  
**To:** Emma Strain [REDACTED]@tfl.gov.uk>; Lynsey Rowles [REDACTED]@tube.tfl.gov.uk>; +CCA Ad Copy Review [REDACTED]@tfl.gov.uk>; Anna Condliffe [REDACTED]@tfl.gov.uk>; Kiera Petchey <[REDACTED]@tfl.gov.uk>; Donata MacCrossan <[REDACTED]@tfl.gov.uk>; Mark Evers [REDACTED]@tfl.gov.uk>; Rebecca Canham [REDACTED]@tfl.gov.uk>; Danny Keillor [REDACTED]@tfl.gov.uk>  
**Subject:** RE: COPY - Dignity in Dying - for comment



I agree too.

Thanks,

Chris

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**From:** Emma Strain [REDACTED]@tfl.gov.uk>

**Sent:** Friday, October 18, 2024 8:44 AM

**To:** Lynsey Rowles <[REDACTED]@tube.tfl.gov.uk>; Chris Reader [REDACTED]@tfl.gov.uk>; +CCA Ad Copy Review [REDACTED]@tfl.gov.uk>; Anna Condliffe [REDACTED]@tfl.gov.uk>; Kiera Petchey [REDACTED]@tfl.gov.uk>; Donata MacCrossan <[REDACTED]@tfl.gov.uk>; Mark Evers [REDACTED]@tfl.gov.uk>; Rebecca Canham [REDACTED]@tfl.gov.uk>; Danny Keillor [REDACTED]@tfl.gov.uk>

**Subject:** RE: COPY - Dignity in Dying - for comment

I agree Lynsey  
Emma

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**From:** Lynsey Rowles [redacted] <[\[redacted\]@tube.tfl.gov.uk](mailto:[redacted]@tube.tfl.gov.uk)>  
**Sent:** Thursday, October 17, 2024 2:38 PM  
**To:** Chris Reader [redacted] <[\[redacted\]@tfl.gov.uk](mailto:[redacted]@tfl.gov.uk)>; Emma Strain [redacted] <[\[redacted\]@tfl.gov.uk](mailto:[redacted]@tfl.gov.uk)>; +CCA Ad Copy Review [redacted] <[\[redacted\]@tfl.gov.uk](mailto:[redacted]@tfl.gov.uk)>; Anna Condliffe [redacted] <[\[redacted\]@tfl.gov.uk](mailto:[redacted]@tfl.gov.uk)>; Kiera Petchey [redacted] <[\[redacted\]@tfl.gov.uk](mailto:[redacted]@tfl.gov.uk)>; Donata MacCrossan [redacted] <[\[redacted\]@tfl.gov.uk](mailto:[redacted]@tfl.gov.uk)>; Mark Evers [redacted] <[\[redacted\]@tfl.gov.uk](mailto:[redacted]@tfl.gov.uk)>; Rebecca Canham [redacted] <[\[redacted\]@tfl.gov.uk](mailto:[redacted]@tfl.gov.uk)>; Danny Keillor [redacted] <[\[redacted\]@tfl.gov.uk](mailto:[redacted]@tfl.gov.uk)>  
**Subject:** RE: COPY - Dignity in Dying - for comment

Sorry forgot Danny!

**Lynsey Rowles**  
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Email: [redacted] <[\[redacted\]@tube.tfl.gov.uk](mailto:[redacted]@tube.tfl.gov.uk)>  
[redacted]



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**From:** Lynsey Rowles  
**Sent:** Thursday, October 17, 2024 2:36 PM  
**To:** Chris Reader [redacted] <[\[redacted\]@Tfl.gov.uk](mailto:[redacted]@Tfl.gov.uk)>; Emma Strain [redacted] <[\[redacted\]@tfl.gov.uk](mailto:[redacted]@tfl.gov.uk)>; +CCA Ad Copy Review [redacted] <[\[redacted\]@tfl.gov.uk](mailto:[redacted]@tfl.gov.uk)>; Anna Condliffe [redacted] <[\[redacted\]@tfl.gov.uk](mailto:[redacted]@tfl.gov.uk)>; Kiera Petchey [redacted] <[\[redacted\]@tfl.gov.uk](mailto:[redacted]@tfl.gov.uk)>; Donata MacCrossan [redacted] <[\[redacted\]@tfl.gov.uk](mailto:[redacted]@tfl.gov.uk)>; Mark Evers [redacted] <[\[redacted\]@Tfl.gov.uk](mailto:[redacted]@Tfl.gov.uk)>; Rebecca Canham [redacted] <[\[redacted\]@tfl.gov.uk](mailto:[redacted]@tfl.gov.uk)>  
**Subject:** COPY - Dignity in Dying - for comment

Hi All

Please find attached a CAF from Global for Dignity in Dying.

Whilst this is a very sensitive and controversial subject, I am not sure we have a policy reason to reject this, as the campaign is for the right to choose and not advertising a service to assist with the process so would suggest we approve at risk.

Can you let me know your thoughts please?

**Lynsey Rowles**  
Contract Manager - Advertising | Commercial Media  
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8th floor, 5 Endeavour Square  
Stratford London, E20 1JN  
Email: [redacted] <[\[redacted\]@tube.tfl.gov.uk](mailto:[redacted]@tube.tfl.gov.uk)>  
[redacted]

