

Subpart 803.5 - Other Improper Business Practices

Parent topic: [PART 803 - IMPROPER BUSINESS PRACTICES AND PERSONAL CONFLICTS OF INTEREST](#)

803.570 Commercial advertising.

803.570-1 Policy.

VA policy prohibits contractors from making references in its commercial advertising to VA contracts in a manner that states or implies the Government approves or endorses the product or service or considers it superior to other products or services. The intent of this policy is to preclude the appearance of bias toward any product or service.

803.570-2 Contract clause.

The contracting officer shall insert the clause at 852.203-70, Commercial advertising, in solicitations and contracts expected to equal or exceed the micro-purchase threshold.