

<?xml encoding="UTF-8">

## **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.

**Parent topic:** [Subpart 803.5 - Other Improper Business Practices](#)