

REGULATION AND SELF-REGULATION ON ADVERTISING DIRECTED AT MINORS - Sweden

DEFINITIONS

Child	Until 18 years, the Parental Code chapter 9, section 1
Minor	As of 18 years
Majority	Minors are incapable of contracting, Parental Code, chapter 9, section 1
Legal entitlement to contract	
Protection of Children	his/her health or development to a considerable risk of damage by using drugs, or having a criminal or any other social destructive behaviour. The Act on a Children's Ombudsman establishes the appointment of a Children's Ombudsman with a general task of observing matters affecting the rights and interests of children and young people. Especially, the Children's Ombudsman shall verify that laws and regulations, as well as their implementation, are in accordance with Sweden's commitments under the United Nations Convention (of 20 November 1989) on the Rights of a Child
Public offences	has committed a child pornography crime and may be sentenced to prison or, if the crime is minor, to a penalty of a fine. Considered as "children" in this respect are individuals whose development during the puberty is still ongoing or who, when it is clear from the picture or the circumstances surrounding it, are younger than 18 years. impermissible distribution of a technical filming recording and may be sentenced to prison or a penalty of a fine
Generally Accepted Marketing Practices	Business practices or other norms with the purpose to protect consumers and undertakings in the context of the marketing of the products
Advertising	

LEGAL PROVISIONS

GENERAL PROVISIONS

1. In general Marketing Practices Act

A general ban encompassing all kinds of marketing that is not consistent with generally accepted marketing practices, (section 4)

These general principles are however quite wide. The case law is therefore extensive and of great importance. In general, the competent authority and court are rigid when judging marketing directed to certain groups in a society that may be considered as weaker and easy to influence, such as minors.

The Market Court has for example in its case law stated and confirmed that:

- * (i) if the marketing method itself poses a risk to the safety or health of children it could be banned
- * (ii) advertisements containing children performing hazardous activities could be banned if not enough regard is paid to necessary measures of safety
- * (iii) marketing of a product intended for children may not use the gullibility of children

2. Through media

PRESS

RADIO

Principles

Radio and Television act: The TV without Frontiers Directive (89/552/EEC) has mainly been implemented in Sweden through provisions in this Act.

As stated above in section 1.2 advertising in radio is more specifically governed by the Radio and Television Act. Chapter 2, section 1, provides for an approval to be allowed to broadcast radio. Such approval may be given on the condition that all commercials or other advertising is banned from the broadcast, chapter 3, section 3

accordance with democratic basic ideas and the principles of all individuals' equal value and individual freedom and dignity.

sale of alcoholic beverages or tobacco goods

Sponsoring of radio programmes directed to children is forbidden

TELEVISION

Principles

Radio and Television act: The TV without Frontiers Directive (89/552/EEC) has mainly been implemented in Sweden through provisions in this Act.

Art. 10 TVWF	
Art. 11 TVWF: insertion of advertising	Chapter 7, section 3, prohibits individuals who play prominent roles in TV-broadcasting, mainly with respect to news programmes or as news commentators, to be cast in TV-broadcast advertisements or commercials. The background to the regulation can be found in the provisions regarding recognizing of advertisements in the TV without Frontiers Directive
Art. 12 TVWF: human dignity	is in accordance with democratic basic ideas and the principles of all individuals' equal value and individual freedom and dignity
Art. 13 TVWF: tobacco	Chapter 7, section 9, a ban against TV-programmes sponsored by companies whose business is production or sale of alcoholic beverages or tobacco goods
Art. 14 TVWF: medicinal products	Chapter 7, section 10, prohibits all marketing for drugs or medical treatment sold on prescription
Art. 15 TVWF: alcohol	Chapter 7, section 9, a ban against TV-programmes sponsored by companies whose business is production or sale of alcoholic beverages or tobacco goods
Special protection of minors	Art. 16 TVWF: advertising and minors:
	Chapter 7, section 4, prohibits advertising in TV-broadcasting, destined to catch the attention of children under 12 years.
	Chapter 4, section 7, a ban against advertising, right before or after a TV-show or part of a TV-show, mainly directed towards children younger than 12 years
	Chapter 6, section 1, whoever broadcasts TV-shows or radio after an approval from the government shall see to that the broadcast is in accordance with basic democratic ideas and principles
	Chapter 7, section 3, a ban against individuals that play prominent roles in TV-broadcasting, mainly with respect to news programmes or as news commentators, to be cast in TV-broadcast marketing.
	Art. 22 TVWF: protection of minors and public order:
	defended for specific reasons, it is not allowed to be broadcast at a time or in a way when there is a considerable risk that children will watch it
	Chapter 6, section 1, contains a general provision stipulating that whoever broadcasts TV-shows after an approval from the government is obligated to control that the content of the broadcast in its entirety is in accordance with
Sponsoring (Art. 17 TVWF)	Sponsoring of tv programmes directed to children is forbidden
	before or after the programme starts.
	There are no specific regulations with respect to minors in the Radio and Television Act. However, under the terms of all licences to broadcast terrestrial television (both analogue and digital), programs mainly directed towards children younger than 12 years must not be sponsored.

Teleshopping (Art. 19 TVWF)

INTERNET

CINEMA

POSTERS

In terms of marketing, the general rules in the Marketing Practices Act and in the Radio and TV Act are applicable on teleshopping. This means that the restrictions concerning television advertising and children in Chapter 7 sections 4 and 7 of the Radio and Television Act also apply to teleshopping. In addition to that, there are no specific regulations with respect to minors.

SPECIFIC LEGAL PROVISIONS

3.1 ALCOHOL	
3.1.1 General rules	<p>The Alcohol Act requires a permission to produce alcohol and a licence to serve wine, spirit and beers on the premises. Retail trade in spirits, wine and strong beer may only be carried out by the state owned retail company</p> <p>spirits, wine and strong beer as a gift or in any other way to an individual younger than 20 years</p> <p>The Alcohol Act also contains a ban against minors selling alcohol.</p>
3.1.2 Advertising	
3.1.2.1 In general	<p>to any such ban shall be considered as unfair marketing practices when applying the Marketing Practices Act. The Alcohol Act does not apply to marketing of lighter types of beers</p> <p>The general supervisory authority for marketing of alcohol is the Consumer Agency.</p> <p>The Consumer Agency has published Guidelines with respect to Marketing of Alcoholic Beverages, Wine and Stronger Beer and Guidelines for Marketing of Beer Class II</p>
3.1.2.2 Per media	
Television	<p>According to the Alcohol Act marketing of all alcoholic beverages is banned in any TV commercial in Sweden. This prohibition applies also to such TV broadcasting via satellite which are encompassed by the Radio and Television Act</p>
Radio	<p>According to the Alcohol Act marketing of all alcoholic beverages is banned in any radio commercial in Sweden</p>
Print	<p>In the Marketing of Alcoholic Beverages Act there is also a general ban applicable to marketing of alcoholic beverages in periodicals and other such publications.</p>
Posters	<p>According to Guidelines on Marketing of Spirits, Wine and Stronger Beer section 4.2 there should be no marketing of spirit, wine and stronger beer on public places such as waiting halls and public transportation nor on outdoor posters. According to the Guidelines for Marketing of Beer Class II section 3.2 the same rules apply to marketing of beer class II</p>
Cinema	<p>According to Guidelines on Marketing of Spirits, Wine and Stronger Beer section 4.2 there should be no marketing of spirit, wine and stronger beer in the form of advertising films or loud speaker commercials on cinemas or theatres. According to the Guidelines for Marketing of Beer Class II section 3.2 the same rules apply to marketing of beer class II</p>
Internet	<p>There are no rules specifically aimed at marketing of alcohol with respect to Internet</p>

3.2 TOBACCO	
<p data-bbox="210 240 367 261">3.2.1 General Rules</p> <p data-bbox="210 379 367 400">3.2.2 Advertising</p> <p data-bbox="210 424 367 445">3.2.2.1 In general</p> <p data-bbox="210 735 367 756">3.2.2.2 Per media</p> <p data-bbox="241 783 336 804">Television</p> <p data-bbox="255 839 322 860">Radio</p> <p data-bbox="255 895 322 916">Print</p> <p data-bbox="255 951 322 971">Posters</p> <p data-bbox="255 1007 322 1027">Cinema</p> <p data-bbox="255 1062 322 1083">Internet</p>	<p data-bbox="495 225 1733 245">Section 2 of the Tobacco Act contains a general ban against smoking in premises for childcare, education or other child or youth activities, in premises for healthcare etc</p> <p data-bbox="495 280 1939 328">Section 12 contains a general prohibition against selling tobacco products to minors. The seller or any other individual handing out the tobacco is responsible for the control of the buyer's age. Only individuals that have reached their majority are allowed to import tobacco products to Sweden</p> <p data-bbox="495 432 1037 453">not be pushy, seek someone out or encourage the use of tobacco products</p> <p data-bbox="495 464 1977 512">The Consumer Agency has published Guidelines on the Marketing of Tobacco Products. The Guidelines are applicable on all marketing aspects directed to consumers with respect to tobacco goods and contain detailed restrictions on how and where tobacco products may be marketed</p> <p data-bbox="495 523 1099 544">As regards children or young persons, the following marketing actions are banned:</p> <ul data-bbox="495 555 1536 679" style="list-style-type: none"> * (i) advertisements in newspapers or periodicals whose circle of readers to more than one third are young persons under 20 years; * (ii) advertisements in premises that are mainly used or visited by young persons under 20 years * (iii) advertisements within schools or other educational premises * (iv) presentations or free samples to other individuals than individuals that are at least 20 years and at that time are buying tobacco products <p data-bbox="495 762 2011 810">Section 14 in the Tobacco Act provides for a general prohibition against advertising and commercials for tobacco products directed to consumers in TV broadcasting. The prohibition applies also to such TV broadcastings via satellite which are encompassed by the Radio and Television Act</p> <p data-bbox="495 821 1659 842">Section 14 in the Tobacco Act also provides for a general prohibition against advertising and commercials for tobacco products directed to consumers in radio</p> <p data-bbox="495 879 1928 900">Section 14 in the Tobacco Act furthermore provides for a general prohibition against advertising and commercials for tobacco products directed to consumers in periodicals or similar publications</p> <p data-bbox="495 935 1962 983">According to Guidelines on Marketing of Tobacco Products section 5 there should be no marketing of tobacco products on public places such as waiting halls and public transportation nor on outdoor posters.</p> <p data-bbox="495 994 1995 1015">According to Guidelines on Marketing of Tobacco Products section 5 there should be no marketing of tobacco products in the form of advertising films or loud speaker commercials on cinemas or theatres</p> <p data-bbox="495 1050 1189 1070">There are no rules specifically aimed at marketing of tobacco products with respect to Internet</p>
3.3 DRUGS AND HEALTH	
<p data-bbox="210 1166 367 1187">3.3.1 General rules</p> <p data-bbox="210 1198 367 1219">3.3.2 Advertising</p> <p data-bbox="210 1230 367 1251">3.3.2.1 In general</p>	<p data-bbox="495 1163 1039 1184">Permission to sell medication is granted by the Medical Products' Agency</p> <p data-bbox="495 1230 831 1251"><u>Medicinal Products sold without Prescription:</u></p> <p data-bbox="495 1262 1827 1283">Marketing is allowed for medicinal products sold without prescription, as long as the information in the marketing campaign is objective, informative, easily understood and balanced</p> <p data-bbox="495 1318 797 1339"><u>Medicinal Products sold on Prescription:</u></p> <p data-bbox="495 1350 1274 1370">As regards medicinal products sold on prescription, marketing directed to consumers is in general banned.</p>

<p>3.3.2.2 Par support</p> <p>Television</p> <p>Radio</p> <p>Print</p> <p>Posters</p> <p>Cinema</p> <p>Internet</p>	<p>The Consumer Agency has further published Guidelines on the Marketing of Nature Cure Preparation with a Temporary Sale's Approval</p> <p><u>Health products:</u> Furthermore, any health based argument for foodstuffs - "functional food" - must be such that the relation food – health is publicly well known and documented</p> <p>The Radio and Television Act prohibits, with minor exemptions, all advertising or commercials for medicinal products sold on prescription or other such medical treatment that is available only after a doctor's prescription.</p> <p>There are no rules specifically aimed at marketing of medicinal products with respect to radio</p> <p>articles or other edited material in newspapers</p> <p>There are no rules specifically aimed at marketing of medicinal products with respect to posters</p> <p>There are no rules specifically aimed at marketing of medicinal products with respect to cinema</p> <p>There are no rules specifically aimed at marketing of medicinal products with respect to internet</p>
3.4 VEHICLES	
<p>3.4.1 General rules</p> <p>3.4.2 Advertising</p> <p>3.4.2.1 In general</p> <p>3.4.2.2 Per media</p> <p>Television</p> <p>Radio</p> <p>Print</p> <p>Posters</p> <p>Cinema</p> <p>Internet</p>	<p>According to the <u>Driver's Licence Act</u>, chapter 3, section 1, individuals must be 18 years to drive a car or a larger motorcycle. Further, to be allowed to drive a smaller motorcycle an individual has to be at least 16 years and for a moped at least 15. Finally, an individual has to be at least 21 to legally drive a bus</p> <p>In terms of marketing the general rules in the Marketing Practices Act are applicable. Further, the Consumer Agency has published Guidelines on Information about Vehicles' Fuel Consumption and Guidelines on Trade Description of Cars. Both sets of Guidelines contain details on how information and marketing about vehicles must be presented. The Guidelines do not contain any provisions especially directed to children</p> <p>According to Guidelines on Information about Vehicles Fuel Consumption section 2.2 the fuel consumption at mixed driving shall be stated in advertising films</p> <p>There are no rules specifically aimed at marketing of vehicles with respect to radio</p> <p>According to Guidelines on Information about Vehicles Fuel Consumption section 2.2 the fuel consumption at mixed driving and the cost therefore at 15.000 kilometres shall be stated in advertisements in papers</p> <p>According to Guidelines on Information about Vehicles Fuel Consumption section 2.2 the fuel consumption at mixed driving and the cost therefore at 15.000 kilometres shall be stated in advertisements on posters</p> <p>According to Guidelines on Information about Vehicles Fuel Consumption section 2.2 the fuel consumption at mixed driving shall be stated in advertising films</p> <p>There are no rules specifically aimed at marketing of vehicles with respect to Internet</p>

3.5 EDUCATION	
3.5.1 General rules	In accordance with the rules in the <u>School Act</u> a child may, after the demand of the guardian, start school at the age of 6 years. School attendance is compulsory from the year a child becomes 7 years, but satisfactory way.
3.5.2 Advertising	
3.5.2.1 In general	schools. According to the Guidelines on Marketing of Spirits, Wine and Stronger Beer and on Marketing of Beer (class II) such products may not be marketed at schools. According to Guidelines on Marketing of Tobacco Products such products may not be marketed in schools.
3.5.2.2 Per media	
Television	There are no rules specifically aimed at marketing of education with respect to tv
Radio	There are no rules specifically aimed at marketing of education with respect to radio
Print	There are no rules specifically aimed at marketing of education with respect to print
Posters	There are no rules specifically aimed at marketing of education with respect to posters
Cinema	There are no rules specifically aimed at marketing of education with respect to cinema
Internet	There are no rules specifically aimed at marketing of education with respect to internet
3.6 TOYS AND CHILDREN'S THINGS	
3.6.1 General rules	There is a Directive published by the Consumer Agency on the <u>Safety of Toys</u> . Included in the Directive is an obligation to mark the toy with the approximate age of the children that the toy is aimed for, as well as with directions on how to use the toy. Apart from the safety regulations, the Directive also enumerates different objects that are not considered as toys.
3.6.2 Advertising	
3.6.2.1 In general	In terms of marketing, the general rules in the Marketing Practices Act are applicable on advertisements and commercials for toys. Furthermore the Product Safety Act is often applied by the Market Court as regards toys and objects for children

3.10 POLITICS

3.10.1 General rules

3.10.2 Advertising

3.10.2.1 In general

3.10.2.2 Per media

Television

Radio

Print

Posters

Cinema

Internet

3.11 TELECOMMUNICATIONS

3.11.1 General rules

3.11.2 Advertising

3.11.2.1 In general

3.11.2.2 Per media

Television

Radio

Print

Posters

Cinema

Internet

PROPOSALS OF LAW

SELF-REGULATION

GENERAL RULES

ICC Code

is applicable in Sweden

should be taken to ensure that advertisements do not mislead children and young people as to the true size, value, nature, durability and performance of the advertised product

* Advertisements should further not contain any statement or visual presentation which could have the effect of harming children and young people mentally, morally or physically or of bringing them into unsafe situations or activities seriously threatening to their health or security, or of encouraging them to consort with strangers or to enter strange or hazardous places

* The advertisements should not suggest that possession or use of a product alone will give a child or young person advantages of any kind over another person and should not undermine the authority or responsibility of parents, nor include any direct appeal to children to persuade parents or guardians to buy advertised products for them

RULES PER MEDIA

ICC Guidelines on Advertising and Marketing on the Internet

The advertisers and marketers offering goods or services to children online should:

- * Not exploit the natural credulity of children or the lack of experience of young people and should not strain their sense of loyalty;
- * Not contain any content which might result in harm to children;
- * Identify material intended only for adults;
- * Encourage parents or guardians to participate in or supervise their children's online activities;
- * Encourage young children to obtain their parents' or guardian's permission before the children provide information online, and make reasonable efforts to ensure that parental consent is given;
- * Provide information to parents or guardians about ways to protect their children's privacy online.

RULES PER SECTOR

ALCOHOL

Agreement for Marketing of Lighter Beer adopted by the Swedish Brewers' Association providing detailed instructions on the marketing of lighter kinds of beer, including e.g. a ban against the use of models in the commercials or marketing campaigns younger than 25 years

TOBACCO

DRUGS/HEALTH

Medicinal products: Rules for Information about Medicinal Products: the Rules contain detailed instructions on how to give information and market pharmaceutical products, making no difference between adults and children

Health Products: Health Claims in the Labeling and Marketing of Food Products: The Programme contains an enumeration of eight connections between diet-related diseases and diets that form the basis of health claims, which are acceptable in the marketing of food products. None of these connections are especially related to children or young people

VEHICLES

EDUCATION

TOYS

Agreement on Marketing of Toys, Games and Similar to Children and Young People; between the Consumer Agency, the Swedish Organisation for Retailers' of Toys and the Council for Children's Environment

The Agreement states that marketing of toys must not

* (i) in a realistic way imitate, exemplify or encourage to crime threatening to life or health

* (ii) imitate, aim to encourage or glorify violent or brutal actions

* (iii) aim to create the opinion that violence is the only solution to a problem

* (iv) aim to create contempt for other individuals

Recommendation published by the Trade Associations about the Purchase and Sale of Certain Toys, Games and similar providing, i.e. that the members of the trade association are recommended not to purchase or sell toys or games which are realistic and similar to real weapons used in crimes threatening to someone's life or health. A similar restriction is recommended with respect to computer or video games that in a clear and realistic way contain violent or brutal action contravening the moral principles for ordinary movies or video films

FINANCIAL SERVICES

Recommendation from the Financial Supervisory Authority regarding Credits related to Consumer Relations containing provisions similar to the Guidelines from the Consumer Agency related to consumer credits

ENTERTAINMENT

ARMS/VIOLENCE

POLITICS

TELECOMMUNICATIONS

SCHOOLS

There are no specific rules. The ICC code of advertising practice is applied which includes a specific section on advertising and children

OTHER ADVERTISING TECHNIQUES (LEGISLATION AND SELF-REGULATION)

DIRECT MARKETING

Legislation: the general rules in the Marketing Practices Act are applicable

not entitled to contract

Self-regulation: the ICC code of direct marketing:

Direct marketing activities addressed to children and young people should not exploit their credulity or inexperience. No direct marketing activity should be undertaken which is likely to harm children mentally, morally or physically, or to strain their sense of loyalty vis-à-vis their parents or guardians

Sellers and operators offering products to children should:

* identify material intended for adults;

* encourage young children to obtain their parents' or guardian's permission before the children provide information, and make reasonable efforts to ensure that parental consent has been given;

* provide information to parents or guardians about ways to protect their children's privacy.

MAIL ORDER

the general rules in the Marketing Practices Act are applicable on mail order sales

The Consumer Agency has published Guidelines on Mail Order Sales. The guidelines contain detailed instructions on the content of information and marketing related thereto

PROMOTIONAL SALE PRACTICES

The general rules in the Marketing Practices Act are applicable

Section 13 in the Marketing Practices Act contains a more specific requirement on a person carrying out business activities to clearly inform the consumer about a promotional offer, especially about the conditions to utilise the offer; its nature and value; and any time limits or other relevant restrictions applicable to the offer in question.

HANDLING OF COMPLAINTS

Self-regulation

The Pharmaceutical Industry's Associations has appointed an Information Reviewer, which is the first instance when reviewing information about Medicinal Products. The Board for the Assessment of Information about Medicinal Products (*Sw: Nämnden för bedömning av läkemedelsinformation*) is the second instance, and some cases are tried in the Board directly

Until 1994 there was a Reviewing Board for the Tobacco Industry (*Sw: Tobaksbranschföreningens Granskningsnämnd*) established by the trade association, being a general supervisory authority over the members of the association, including their marketing. The Board has ceased to exist due to the advertising prohibition in the Tobacco Act, section 14

There is an Ethical Council appointed by the Industry to review and try whether marketing contains discrimination between the sexes

There is also a Council on Ethical Marketing (*Sw: Marknadsetiska Rådet*), which responsibility is to clarify and apply the ICC Code of Advertising Practices

Further, there is an Ethical Board for Direct Marketing (*Sw: Etiska nämnden för direktmarknadsföring*) which mainly applies the ICC International Code of Direct Marketing.

Consumer Agency: a public authority responsible for consumer issues

The Consumer Agency and Consumer Ombudsman act as general supervisory authority over marketing in all sectors with a duty to intervene in cases with a general consumer interest and publishes

light of the general ban in the Marketing Practices Act. The guidelines are developed in consultation with business.

Consumer Ombudsman

The Consumer Ombudsman may on his own initiative initiate actions against a company in breach of the marketing rules, if the action is of a general consumer interest. But a company affected by impermissible marketing may also file a complaint with the Consumer Ombudsman, who has a duty to intervene in cases of a general consumer interest

Section 21 stipulates that in cases of minor importance the Consumer Ombudsman may order the company contravening the Marketing Practices Act or any other marketing rules to stop marketing its products or itself in a way contrary to the legal provisions or to hand over information to the Consumer Ombudsman with respect to the marketing performed. Such injunction is always under a penalty of a fine. To be valid, the injunction must be immediately approved and signed by the company carrying out the impermissible marketing. Once approved, the injunction can be executed in the same way as a proper judgement from the court. An approval of the injunction given after the time limit has expired is not valid

The Radio and TV Reviewing Committee

The Radio and Television Act provides for the establishment of a Radio and TV Reviewing Committee, appointed by the State, with whom rests the main responsibility for the observance of the Radio and

contravening company may have its permission to broadcast withdrawn

Judicial procedure

The Market Court

hears cases according to the Competition Act, the Marketing Practices Act, the Consumer Contracts Act, the Terms of Contract between Tradesmen Act and the Product Safety Act. The Market Court is above all a precedent instance. Decisions by the Market Court are final

The Proceedings in the Marketing Practices Act

Two-tier Court System: The Consumer Ombudsman or a company who is affected by the marketing and associations of companies or employees are all entitled to file claims and to request that the court

Claims regarding prohibitions or injunction shall as a principal rule be filed with the Market Court according to section 38. Claims regarding market disruption charge shall be filed with the Stockholm District Court according to section 39. Section 41 stipulates that claims for damages according the Marketing Practices Act shall be filed with the Stockholm District Court

Market Disruption Charge: If a company intentionally or negligently contravenes the Marketing Practices Act, it may be ordered to pay a specific fine, a market disruption charge. The minimum charge is SEK 5,000, the maximum SEK 5,000,000. However, the charge may not exceed 10 per cent of the company's turnover the preceding financial year. The market disruption charge may also be imposed on companies that have been involved in the contravention in question. This may include advertising agencies, newspapers, magazines and radio and TV stations. However, a private individual working for a company cannot be ordered to pay a market disruption charge

Prohibitions and Injunctions: The courts and, in cases of minor importance, the Consumer Ombudsman, are authorised to issue various prohibitions. For example, a company may be prohibited from continuing impermissible marketing. In addition, companies may be prevented from withholding information of importance in their advertising aimed at consumers. These prohibitions may be imposed on individuals who are connected to the company, including the company's employees and all persons involved in marketing the products

Damages: Anyone contravening a prohibition or an injunction imposed by an authority will be liable to pay damages. Although the plaintiff must show the extent of the loss incurred, the court may also assess the value of the loss. To improve an injured company's chances of receiving compensation for a loss when estimating the damage, the court may have a regard to circumstances other than financial loss

Removal of Misleading Statements: In the event of a contravention of a specific prohibition or of an injunction, the court may, in addition to imposing a penalty of a fine for impermissible marketing, order at the request of a party that misleading statements are removed or altered so that they are no longer misleading

h democratic basic ideas and the principles of all individuals' equal value and individual freedom and dignity

