

REGULATION AND SELF-REGULATION ON ADVERTISING DIRECTED AT MINORS

LEGAL PROVISIONS

GENERAL PROVISIONS

1. In general

Child

Ireland a child is between 6 and 16. Sweden defines a young person as a person who has not reached the age of 21.

Minor

In all countries, except Austria, a minor has not yet reached the age of 18. In Austria the age limit is 19

Civilian majority

In all countries, except for Austria, full age of 18; In Austria the civilian majority is set at 19

Civilian minority

In all countries, except for one, a person who has not yet reached the age of 18; in Austria the age limit is 19

Advertising

business, craft or profession in order to promote the supply of goods or services, including immovable property, rights and obligations, in return for payment"

aimed at the promotion of goods and services. The Netherlands have no definition for advertising in general, but define "advertising expression" and "advertising messages", thus applying the same principles.

Misleading advertising

Most countries (8) have no definition at all (F, GR, Iceland, IRL, Liechtenstein, L, E, UK). In Denmark and in France the terminology marketing is used.

unfair practices.

2. Through media

TELEVISION

Special protection of minors

Art. 16 TVWF: advertising and minors

BELGIUM: Ban on advertising in children's programs of less than 30 minutes. In the Flemish region there's a ban on advertising before and after children's programs (5 minutes rule). Obligation to warn for harmful content

DENMARK: advertisements may not mislead children and young people as to the size, value, type, durability, performance or the degree of skill required to use the product.

GERMANY: Ban on advertising making a direct offer to children; no link with children's programs

GREECE: Ban on advertising for children's products. Ban on advertising for toys (7-22 hrs) and total ban on advertising for war toys

ITALY: It is prohibited to insert advertisements in cartoons

SPONSORSHIP
Special protection for minors

TELESHOPPING

NORWAY: Ban on advertising targeting minors. Ban on advertising 10 minutes before and after programs destined for children

SWEDEN: Ban on advertising addressed to children under the age of 12

ICELAND: Advertising may not cause moral or physical harm to minors

LUXEMBURG:

* Ban on advertising in the immediate environment of children's programs

Art. 22 TVWF: protection of minors and public order

FRANCE:

* Cable TV: warning when programs may hurt the sensibility of minors

* Hour schedule for family programs must be defined (CSA)

* Youth notification (CSA)

GERMANY:

* Ban on programs susceptible to endanger the physical or moral well-being of children or young persons, except between 11 pm. and 6 am for programs rated FSK 18

temporary

ICELAND: Warning to the viewers before programs which are susceptible to harm the sensitivity of viewers and more specifically the sensitivity of children and youngsters

Portugal :

* Violent and shocking images (except: news) can only be transmitted after 22hrs and with a warning

* System of classification by age + obligation to mention the classification

SWEDEN: Violence & pornography can not be broadcast at a time when children watch

The Netherlands: As of 1 September 2000 article 52 a section 3 under b of the Media Act stipulates that the programs of all broadcasters (national, regional, local and public or commercial) may not be sponsored in case the programs are specially aimed at minors under the age of 12.

Tobacco industry and pharmaceutical industry may not sponsor programs (article 56 a section 5 Media Act). The Advertising Code for Casino Games and Slot Machines: radio and television programs that are

groups, particularly minors. The Advertising Code for Tobacco Products: no advertising is permitted, except for the race tracks in Zandvoort and Assen. The Code prohibits the sponsoring at schools and events attended by youth.

or dangerously or encourage students and may not take advantage of the intellectual gap or expectations of children. The agreement contains further regulations to safeguard the quality of the education

Norway: Ban on sponsoring programmes directed primarily towards children or youth

Special protection for minors

Belgium:

Flemish Community: * Ban on inserting teleshopping spots immediately before or after - i.e. within a time limit of 15 minutes - children programs (Decree of the Flemish Com. on radiobroadcast and television, art. 82bis)

German Community: * Teleshopping spots must take into account the natural sensitivity of minors and respect these basic criteria (see Decree on media of the Germanic Com. Of 26 April 1999)

* Teleshopping may not induce minors to conclude purchase or rental contracts for goods and services (Decree of 17 July 1987 of the Fr. Com., art. 26 ter §5° and Decrees of the Flemish Com. On radiobroadcast and television art. 81ter, Decree of 26 April 1999 of the Germanic Com. art. 12 and the Act of 30 March 1995 regarding Brussels-Capital, art. 35)

France:

* Children may not participate in teleshopping (Ruling of the CSA of 4 February 1988 and Decree n° 92-882 of 1 September 1992 on cable sound radiobroadcasts and television programs)

* Minors younger than 16 years of age may not intervene in teleshopping programs (Decree n° 92-882 of 1 September 1992 on cable sound radiobroadcasts and television programs, art. 8.6)

Greece:

Teleshopping for children's products is forbidden (Presidential decree 100/2000, art. 7 par. 5)

incite minors to persuade their parents or third parties to buy the said products or services (Presidential decree 100/2000, art. 7 par.7)

Liechtenstein:

above mentioned Decree).

PRESS

Only 3 countries have a specific provision for the protection of minors from print media, aiming at protecting them from harmful content, violent messages or bad influence (F, I, E)

INTERNET

In most countries the general rules on advertising also apply to the Internet. Denmark, Italy and France have specific provisions:

Denmark: The Consumer Ombudsman has issued guidelines

* clear distinction between advertising, amusement and access to purchase

* Adequate measures should be taken to ensure that children and young people do not undertake purchases or conclude agreements via the Internet.

*Advertisers should use the techniques available at any time to give the parents the possibility of restricting the material to which their children have access on the Internet.

France: Advertising on the internet must respect the identification principles (of the advertiser and the advertisement itself), it must be loyal, honest, decent and respect human dignity.

Bureau de Vérification de la Publicité).

Italy:

respect of the minors' sensibility imposes particular prudence in the disclosure to the public of potentially dangerous contents (art. 4 c) of the project of the Self-Regulation Code for internet services).

SPECIFIC LEGAL PROVISIONS

3.1 ALCOHOL

3.1.1. General rules

All countries have provisions regarding selling to minors, minors drinking in public places, access to pubs

3.1.2 Advertising

3.1.2.1 In general

General ban on advertising for alcohol: Iceland, Sweden and Norway

Alcohol advertising cannot be addressed to minors: Finland, France, Germany, Greece, Italy, Luxembourg, Spain, Belgium, Portugal

Advertising may not give the impression of a positive link (success, health, image...): Austria, Belgium, Denmark, France, Greece, Italy

Finland: strong alcoholic drinks: general ban on advertising (except in professional publications). Advertising for Light alcoholic drinks is permitted.

3.1.2.2 Per media

Television

Dir TWF: Art. 15:

* All countries have provisions regarding selling to minors, minors drinking in public places, access to pubs

Ban on TV and radio: Liechtenstein

Austria: ban on advertising for spirits. Restrictions for advertising for alcoholic drinks (RGF, ORF)

Belgium: RTBF: no advertising for alcohol of more than 20°

Denmark: there may not be a link between alcohol advertising and sports. Advertising for alcoholic drinks of more than 2,8 pct is prohibited

France: compulsory health notification

Ireland: restrictions on advertisements relating to functions in clubs

Netherlands: no legal provisions, only self-regulation

Portugal: banned between 7 am and 9.30 pm (idem radio)

Radio

Print

Others

In most countries the same rules apply for TV and for radio

3.2 TOBACCO

3.2.1 General rules

Most countries have specific provisions regarding smoking in public places and regarding selling tobacco to minors and protection of minors

3.2.2 Advertising

3.2.2.1 In general

General ban in Belgium, Finland, France, Germany, Greece, Iceland, Norway, Portugal, Liechtenstein (directed to consumers)

Restrictions in Austria, Denmark, Italy, Ireland, Liechtenstein, Luxembourg, Netherlands, Spain, Sweden, UK

<p>3.2.2.2 Per media</p> <p>Television</p> <p>Print</p> <p>Others</p>	<p>Dir. TWF art. 13:</p> <p>Ban on tobacco TV and radio advertising in most Member States</p> <p>Points of sale: admitted in Denmark, Ireland,</p> <p>Austria: only on billboards (certain size & not to be seen from schools etc), cinema (but not for general audiences) and newspapers & magazines</p> <p>Sweden: restrictions for advertising in newspapers & magazines (not to be seen by minors under 20)</p> <p>Ireland: restrictions for advertising in newspapers & magazines (not to be seen by minors under 18)</p>
3.3 DRUGS AND HEALTH	
<p>3.3.1 General Rules</p> <p>3.3.2 Advertising</p> <p>3.3.2.1 In general</p> <p>3.3.2.2 Per media</p> <p>Television</p> <p>Radio</p> <p>Print</p> <p>Others</p>	<p>In all Member States it is forbidden to advertise medicinal products that are only available on prescription</p> <p>In general, advertisements for health products, drugs and food stuffs may not be misleading or deceitful.</p> <p>Belgium, Denmark, Germany, Luxembourg and Portugal specifically mention that drug advertisements may not be addressed to or directed at minors</p> <p>Dir. TWF: art. 14:</p> <p>General ban in Norway, Denmark and Iceland</p> <p>Restrictions in Germany, Greece, Netherlands (preventive examination), Spain, UK, Belgium</p> <p>Denmark: restrictions and conditions</p> <p>Belgium and the Netherlands: advertisements for candy must show "a toothbrush"</p> <p>France: mention of the sweet level</p> <p>Portugal: dangerous preparations, dangerous substances, cosmetics: warnings (labeling)</p> <p>Portugal: labeling requirements: mention "keep out of children's reach"</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>Every country has its rules for obtaining and holding a drivers licence (in general for cars from the age of 18 onward)</p> <p>In most countries there are no specific rules. Advertising for vehicles has to comply with the general rules on road traffic and/or with the marketing practices act</p> <p>The Netherlands: advertising for vehicles can not be funded on speed</p> <p>Denmark: ombudsman guidelines</p>

<p>3.4.2.2 Per media</p> <p>Television</p> <p>Radio</p> <p>Print</p> <p>Others</p>	<p>Belgium: advertising for vehicles can not be funded on speed</p> <p>Greece: there can be no link with alcohol</p>
<p>3.5 EDUCATION</p>	
<p>3.5.1 General Rules</p> <p>3.5.2 Advertising</p> <p>3.5.2.1 In general</p> <p>3.5.2.2 Per media</p> <p>Television</p> <p>Radio</p> <p>Print</p> <p>Others</p>	<p>Except for the countries listed below: no specific statutory rules</p> <p>affected hereby.</p> <p>Belgium:<u>French Community:</u> Ban on all commercial advertising for products or services in schools (French Com., School Pact)</p> <p>sponsor should to the least possible extent be applied to educational material, toys and other sponsored materials or be mentioned and used in connection with education and other activities such as games, competitions etc.</p> <p>Finland: There are no laws or regulations relating to marketing and advertising involving minors as far as education is concerned. The general rules concerning advertising, contained for example in the Consumer Protection Act apply also to the advertising and sales promotion in day-care centres, schools etc. See: "Sponsorship and other marketing in schools" -guidelines by the Ombudsman</p> <p>France: Advertising regarding teaching and formation establishments may not contain anything that may mislead the candidates (therefore, possibly minors) on the culture and the required basic knowledge.</p> <p>Iceland: decision of the school principal</p> <p>Ireland: The Minister for Education has issued to the Management Authorities and Principals of National Schools in Ireland, three circulars relating to the marketing and promotion of commercial products through schools. Describing such marketing and promotion as "undesirable practice", the Minister requests that school authorities take whatever steps may be necessary to eliminate such activities. The Minister also requests that schools formulate agreed school policies in relation to commercial promotions.</p> <p>Netherlands: Advertising shall not be misleading (Article 6:195 and Special Advertising Code on Courses). Recognized Educational Institutions have to recruit its students in a proper way and may not give away gifts (Article 10 Act on the Recognized Educational Institutions). On the basis of a voluntary agreement sponsoring is allowed. This Agreement prescribes that teaching material shall not contain advertising.</p>

<p>3.7.2.2 Per media</p> <p>Television</p> <p>Radio</p> <p>Print</p> <p>Others</p>	<p>Sweden:</p> <p>other way inappropriate consumer credit marketing</p> <p>UK: The Banking Act 1987 as amended by the Banking Act (Advertisements) Regulations 1988 provides that controlled advertisements must comply with a specified form and content including the rate at which interest will be payable for invited deposits.</p>
<p>3.8 LEISURE</p>	
<p>3.8.1 General Rules</p> <p>3.8.2 Advertising</p> <p>3.8.2.1 In general</p> <p>3.8.2.2 Per media</p> <p>Television</p> <p>Radio</p> <p>Print</p> <p>Others</p>	<p>Most countries have specific rules re minors and access to films, dance halls, casinos, pubs...</p> <p>Netherlands: The self regulatory Advertising Code for Casino and Slot Machines: Advertising may not be aimed specifically at minors (Article 6.1), no minor shall be depicted in advertising (Article 6.2), no advertising at events specifically intended for minors (Article 7.3), no advertising shall be placed in the vicinity of minors (Article 7.2), no advertisement around or in relation with media specially aimed at minors (Article 8).</p> <p>Denmark: Advertising for films should include guidance on the required age for children according to special rules set out in the Executive Order no. 30 of 16 January 1998 on the Media Council for Children and Young People by the Ministry of Culture according to the Danish Act on Films section 21.</p> <p>Greece:</p> <p>11 par. 6)</p> <p>The Netherlands: Radio and television programs intended wholly or partly for minors shall not be sponsored by Holland Casino and its branches or by operators of slot machines (Article 7.4).</p>
<p>3.9 ARMS AND VIOLENCE</p>	
<p>3.9.1 General Rules</p> <p>3.9.2 Advertising</p> <p>3.9.2.1 In general</p>	<p>In most countries (A, B, F, DK, FIN, D, Iceland, IRL, Liechtenstein, L, NL) minors cannot obtain a permit for weapons. They cannot buy or carry a weapon</p> <p>Belgium: All advertising must mention that the possession of arms is submitted to authorisation. The advertising may not encourage behaviour that could interfere with security, especially by promoting violent behaviour</p>

3.9.2.2 Per media

Television

France: The advertising regarding fire arms must contain certain obligatory mentions and must not valorise the product

Greece: Absolute ban on advertising for war toys - In general, advertising may not encourage behaviour that is prejudicial for the security, in particular the enhancing of violent behaviour

Iceland: it should be presumed that advertising for weapons is banned.

Norway: ban on the producing, importing, marketing, selling, disposal of, use and carrying of "violent products". Advertising for all legal weapons is allowed, but subject to the general provisions of The Marketing Control Act.

Sweden: ban against movies that contain brutal actions or scenes

Belgium:

* Warning of the viewer during violent scenes (Agreement between the Fr. Com. And RTL-Tvi, article 13)

* Identification foreseen by the government ruling of the Fr. Com. of 15 June 1999 on the protection of minors against television broadcasts susceptible to harm their physical, mental or moral development

* Warning to the viewers about scenes that might possibly harm the sensitivity of children and youngsters (Agreement between the Fr. Com. and Canal Plus)

* Advertising for weapons is prohibited

Luxembourg:

* Interdiction of elements of programs containing scenes of unnecessary violence (Act of 27.07.1991 on electronic media, art. 6)

that might possibly harm the sensitivity of children and youngsters.

Radio

Print

Others

France: catalogues and magazines advertising for fire arms may not be sent or distributed spontaneously to the public, but only upon request

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	<p>Austria: presenters of news programs and political magazines must not appear in advertising, neither through voice nor image. The person paying for the advertisement must not exercise any influence on the editorial content of a program</p> <p>Norway: advertisements for religious or political views through television is prohibited</p> <p>Belgium: political and ideological advertising is prohibited</p>
Radio	
Print	
Others	
3.11 TELECOMMUNICATIONS	
3.11.1 General Rules	<p>Austria:</p> <p>to advertising for services other than children's services.</p> <p>Belgium: The content of services targeting minors must be adapted to their age and must respect their rights and interests. The services targeting minors may not exploit their credibility or lack of experience, etc. These services have a maximum duration of 10 minutes (except for games and contests). The price must be mentioned.</p> <p>The Netherlands: Services providing information which is implicitly or explicitly of an erotic, sexual or pornographic nature shall not be aimed at, or make use of minors. Advertising shall not incite minors directly or indirectly by implicit or explicit means to make use of these information services, nor shall such advertising contain a reference to minors (Article 7.3 Code for Telephone Information Services)</p> <p>Norway: telecommunication entertainment services may not be primarily directed towards people under the age of 16 years. "Telecommunication entertainment services" are for example horoscopes, dating-lines, numbers" in the USA)</p>

PROPOSALS OF LAW

Austria	Parliamentary Enquiry on School-Sponsoring.
Belgium	Proposals of law concerning advertising referring to children's festivals. <u>Flemish Community</u> : proposal for the extension of the 5 minute rule
Denmark	legislation It is expected that the bill will be tabled within the coming parliamentary year. The Minister of Health has furthermore stated publicly that smoking in schools should be prohibited for children and young people and that she intends to table a bill in the coming parliamentary year.
Finland	a check-list to be applied on commercial offers on co-operation. This check-list will, when finished, be distributed to schools.
Germany	Proposals of guidelines (Media authorities) re time zones and locked programmes
Ireland	teleshopping. The Bill is due to go before the Dail Committee in October 2000.
The Netherlands	The Bill No. 26481 with respect to the review of the Media Act, the Criminal Code and the Act on Public Showing of Films ("Wijzigingen van de Mediawet en het Wetboek van strafrecht alsmede de intrekking van de Wet op de filmvertoningen") is pending in order to amongst others, establish a more effective protection of minors against audio-visual media products which are considered harmful. The Bill 1998-1999, 26.256, nr 321, p 2, proposes to cancel the sponsoring ban for the medical sector. L 213/9). The Tobacco Act I Bill contains amongst others a prohibition of all the outdoor advertising for tobacco products in order to protect minors.
Norway	report is expected to be submitted by the first half of the year 2001. Proposal to change the definition of "advertisement" in the act relating to broadcasting, so that it also includes self-promoting activities from the broadcaster. Proposal to make it possible by provision to ban broadcasting programs that may cause serious harm to young viewers, especially programs that contain pornography or explicit violence. Proposed that programs which may cause harm to children or youth should be announced by either an acoustic signal or a visual signal. Proposal to make it possible by provision to set a time period during which all uncoded television programs that may cause harm to children or youth will be banned. Proposal to make it illegal for businesses to send emails, fax, sms messages etc. to the consumer without formal prior consent from the consumer. Minors cannot give a valid consent according to general rules. Proposal to expressively manifest by law the principle that advertising should appear as such.
Sweden	A proposal to ban all marketing of tobacco products and marketing of other goods or services under the same name and connotation as tobacco products, as well as against sponsoring or support activities if the purpose is to promote the sale of a tobacco product
UK	The Radio Authorities' revised draft of its Advertising and Sponsorship Code (Feb 2000) provides in Rule 9 that advertisements likely to be heard by children under the age of 16 must not include any material which might result in their physical, mental or moral harm.

SELF-REGULATION

GENERAL RULES

Austria

deemed undesirable. In particular the Council has established guidelines of good behaviour in the "Selbstbeschränkungskodex der Werbung". The guidelines cover general areas such as violence, women and children, as well as sectors such as alcohol, tobacco and vehicles.

Belgium

ICC Code applied by the self regulatory body.

Denmark

Agreements between alcohol & tobacco industry + Television: According to standards set by the Danish public broadcaster TV2's advertising company, TV2 Reklame A/S, this means that the text must be on the screen for minimum 2 seconds plus 0.2 seconds for every word and that the pitch size of the text should be minimum 1/20 of the text safe area of the screen. If a smaller pitch size is used the text must be accordingly longer on the screen.

Finland

The Board of Business Manners of the Central Chamber of Commerce

Rules issued by the Finnish Direct Marketing Association (DMA)

Fair Play Rules

Rules for Electronic Consumer Trade

The MTV Principles and Guidelines on Television Commercials

France

Professional code of ethics of the AACC

Recommendation by the "Bureau de vérification de la Publicité

Germany

Rules of Conduct of the German Advertising Council concerning Advertising with and in the Presence of Children on the Radio and on Television (Verhaltensregeln des Deutschen Werberats für die Werbung mit und vor Kindern in Hörfunk und Fernsehen) of 1998:

Greece

Greek code for advertising drafted by the Union of Greek advertisers of 24 February 1977

Project for a professional code of honour for the ERT (Public Hellenic radio and television)

Iceland

Ethics Code of the Society of Iceland Advertising Agencies (SIA) and the Advertising Code of the International Chamber of Commerce regulate the advertising agency business internally. Further, the Ethics Committee implements the rules that are set forth in the two codes.

Italy

Advertising Self-Regulation Code

Ireland

The Advertising Standards Authority for Ireland (ASAI) is the self-regulatory body established by the advertising industry in 1981 and committed in the public interest to promoting the highest standards of advertising and sales promotion through the Code of Advertising Standards and the Code of Sales Promotion Practice. The Principles of the ASAI are : All advertisements should be legal, decent, honest and

preparation and publication of advertisements such as agencies and media also accept an obligation to abide by the Code. Any unreasonable delay in responding to ASAI's enquiries may be considered a breach of the Code.

Liechtenstein

no self-regulation

Luxembourg

ICC Code; Professional code of honour for advertising, drafted by the Luxembourg Commission for ethics in advertising (CLEP)

The Netherlands

The Dutch Advertising Code ("de Nederlandse Reclame Code") contains a body of rules to which all forms of advertising are subject to. The Dutch Advertising Code is divided into a General Section and several Specific Sections

Norway

Norwegian broadcasters follow a self-imposed principle of not broadcasting pornographic or violent scenes before 9 pm.

UK

Selections from the ethics code for advertising drafted by the Norwegian Association of Advertising Agencies (Reklamebyråforeningen):

Advertising is governed by different authorities dependent upon the media:

Internet Watch Foundation, Independent Committee for the Supervision of Standards of Telephone services, Radio Authority Advertising and Sponsoring Code, ITC Code (Television), Advertising and Sales Promotion code (ASA)

SPECIAL PROVISIONS AND CODES OF CONDUCT

ALCOHOL	Countries where self-regulation re alcohol is in place: Austria, Belgium, Denmark, France, Italy, Ireland, Luxembourg, The Netherlands, Spain, Sweden & UK
TOBACCO	Countries where self-regulation re tobacco is in place: Austria, Denmark, Greece, Luxembourg, The Netherlands & UK
DRUGS/HEALTH	Countries where self-regulation re drugs & health is in place: Austria, Belgium, France, Luxembourg, The Netherlands, Spain , Sweden & UK
VEHICLES	Countries where self-regulation re vehicles is in place: Austria, Belgium, France, Luxembourg, The Netherlands
EDUCATION	Countries where self-regulation re education is in place: The Netherlands
LEISURE	Countries where self-regulation re leisure is in place: The Netherlands, UK (gambling & betting)
FINANCIAL SERVICES	Countries where self-regulation re financial services is in place: Belgium, Greece, Luxembourg & Sweden
TOYS & CHILDREN'S STUFF	Countries where self-regulation re toys is in place: France, Italy, Spain & Sweden
ARMS/VIOLENCE	
POLITICS	
TELECOMMUNICATIONS	Countries where self-regulation re telecommunications is in place: Belgium, France, Luxembourg and the Netherlands
OTHER	Matches: UK

OTHER ADVERTISING TECHNIQUES (LEGISLATION AND SELF-REGULATION)

DIRECT MARKETING

Denmark: marketing in the form of direct mail, where advertisers write to children and young people by mail, email etc., should not take place, unless the parents have consented thereto, or if it is a necessary or natural consequence of a contractual relationship, see the Consumer Ombudsman's Guidelines on Children, Young People and Marketing Practices.

Finland: The "Children and marketing" - guidelines of the Consumer Ombudsman include the following provisions:

open the letter or buy the product in question.

*If the target group of your mail-order advertising are children or youngsters, make sure to state that if the client is under 18 years of age the order form must be signed by his parents.

*Do not sell products to children on TV shopping programs. They are often broadcast at hours when children are alone at home and may purchase the product without their parents' knowledge.

France: Children must in no case be the object of a commercial solicitation over the phone

Greece: the direct transmission of advertising messages to the consumer by telephone, fax, email or other means of electronic communication is only admitted with the explicit consent of the consumer

Ireland: The ASAI Code contains sections relating to Direct Response / Mail Ordering . The provisions are general and therefore apply to minors. The Code states that advertisers when using youth media should not promote products that are unsuitable for children. They should take particular care when packaging products that may fall into the hands of children.

The Netherlands: The Box Advertising, Door to Door sampling and Direct Response Advertising Code ("Code Brievenbusreclame, Huissampling en Direct Response Advertising") allows door to door advertising and direct mail directed to minors. No direct mail of dangerous samples

Sweden:

to ensure that parental consent has been given. (ICC International Code of Direct Marketing, article 3)

UK:

* Direct Marketing in non-broadcast media is governed by rule 52 of the BCASP and in broadcast media (radio/t/v) by rule 36 of the ITC CASP and rule 25 of the RAASC

could reasonably afford.

* ITC CASP and Radio Authority Code prohibit advertisements which invite children to purchase products by telephone or mail (rule 36 ITC and Appendix 3, rule 7 Radio Authority). BCASP provides under rule

PROMOTIONAL SALES PRACTICES

Finland: The Guidelines of the Consumer Ombudsman ("Children and marketing"):

*If you form a "children's club" to promote the image of your company or the sales of your product, request the parents' consent before letting a child join.

*The membership bonuses of a "children's club" set up for commercial purposes may be subjected to the free gift provision of the Consumer Protection Act if a bonus is contingent on the purchase of a product.

paid by the subscriber, usually the parents. Besides, teleselling constitutes a transaction on credit and according to the Guardianship Act, persons under the age of 18 may only make cash purchases.

*If you offer the possibility to order products from a dial-it service, do make it clear at the same time that products can also be ordered free of charge.

*Do not invite children to participate in a marketing lottery through a dial-it service

UK:

encourage excessive purchases in order to participate.

hands of children (rule 33.1 BCASP)

Under rule 42.1(h) BCASP particular care should be taken for promotions claiming that participation will benefit registered charities when appealing to children.