

Österreichischer Selbstbeschränkungskodex, 1995

Austrian Self-Regulatory Code

Section 2.3 - Children

Advertising that portrays children or advertising directed at children shall contain nothing that could cause children physical, mental or moral harm.

- 1.1. Advertising shall not exploit the lack of maturity and experience of children. Visual presentation and statements shall be adapted to the age of the target group.
- 1.2. Advertising shall not cause children mental harm. In particular, it shall not use visual presentations and statements that cause anxiety and fear.
- 1.3. Advertising shall not present any dangerous, unhealthy or unreasonable activities or encourage children to engage in such activities.
- 1.4. Children shall not be presented as sexual objects.
2. Advertising for products such as tobacco, alcohol, medicines and similar health and nutrition products shall not be directed at children.
3. Advertising shall not directly or indirectly exhort children to purchase a product.
 - 3.1. Advertising shall not present children in a discriminatory way if they do not purchase or possess the advertised product. In particular, those children shall not be presented as being unpopular, inferior or misbehaving.
4. Advertising directed at children must be aware of its educational effect.
 - 4.1. Children mainly learn by imitation. Advertising shall not present violent, aggressive or anti-social behaviour as being exemplary or acceptable.
 - 4.2. Advertising shall not have a negative influence on the parent-child relationship.
 - 4.3. Advertising shall not overstretch or exploit the imagination of children.
5. Advertising shall not mislead children.
 - 5.1. Children have limited knowledge, less experience and less vocabulary than adults. Advertising shall take this into account by providing simple, clear and comprehensive information.
 - 5.2. Sales promotions such as free gifts, samples or competitions shall not encourage children to purchase or take advantage of their passion for play by offering them excessive benefits.