

III. ADVERTISEMENTS ADDRESSED TO CHILDREN AND YOUNG PEOPLE

Art. 26

The value of products advertised should not be presented in a way, which may lead children to an inaccurate evaluation of their real value by the use of expressions and words such as 'only' or 'very little'. An advertisement should not suggest that the product is easily accessible to all family budgets.

Art. 27

Advertisements should not without reason, justifiable on educational or social grounds, contain any statement that may cause a disregard for health, safety or environmental safety. This applies in particular to advertisements addressed to, or presenting children and young people.

Art. 28

Advertisements should not exploit the credulity of children or the lack of experience of young people.

Art. 29

Advertisements addressed to children and young people should not be framed so as to cause the threat to the mental, moral or physical development of children or young people. In particular, should not expose violence accompanying the law violation or lack of respect towards prevailing social principles.

Art. 30

Advertisements should not suggest that possession or use of a product alone will give the child physical, social or psychological advantages over other or that non-possession of the product would have the opposite effect. Advertisements should not undermine the authority, responsibility, judgement or tastes of parents.

Art. 31

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

- a) If extra items are needed to use it (e.g., batteries) or to achieve the result shown or described (e.g., paint) this should be made clear.
- b) A product which is part of a series should be clearly indicated as well as the method of acquiring the series.
- c) Advertisement should not diminish the skills required to use the item. Where results of product use are shown or described, the advertisement should represent what is reasonably attainable by the average child in the age range for which the product is intended.

Art. 32

Advertisements should be so framed as not to directly encourage children or young people to persuade others to purchase the advertised item.

Art. 33

Sponsorship addressed to or likely to influence children and young people should not be framed so as to take advantage of their youth or lack of experience. Furthermore, such sponsorship should not be framed so as to harm children or young people mentally or morally, nor to strain their sense of loyalty vis-à-vis their parents or guardians.

Art. 34

Sellers and operators offering products to children should:

- a) clearly identify material intended only for children;
- b) encourage young children to obtain their parent's and/or guardian's permission before providing children with information;
- c) provide information to parents and/or guardians about ways to protect their children's privacy.

Art. 35

Sales promotions directed to children should not take advantage of their credulity and lack of experience. Sales promotions may not harm children or young people mentally or morally, nor strain their sense of loyalty vis-à-vis their parents or guardians.