

Full title of law or regulation	<p>The ICC Advertising and Marketing Communications Code 2018</p> <p>https://cms.iccwbo.org/content/uploads/sites/3/2018/09/icc-advertising-and-marketing-communications-code-int.pdf</p> <p>The clauses extracted are those related to misleading marketing communications</p>
Relevant sections	General provisions. Articles 1, 3 to 6 and 9
Basic Principles Article 1	All marketing communications should be legal, decent, honest and truthful. All marketing communications should be prepared with a due sense of social and professional responsibility and should conform to the principles of fair competition, as generally accepted in business. No communication should be such as to impair public confidence in marketing
Decency Article 3	Marketing communications should not contain statements or audio or visual treatments which offend standards of decency currently prevailing in the country and culture concerned
Honesty Article 4	Marketing communications should be so framed as not to abuse the trust of consumers or exploit their lack of experience or knowledge. Relevant factors likely to affect consumers' decisions should be communicated in such a way and at such a time that consumers can take them into account
Truthfulness Article 5	<p>Marketing communications should be truthful and not misleading. Marketing communications should not contain any statement, claim or audio or visual treatment which, directly or by implication, omission, ambiguity or exaggeration, is likely to mislead the consumer, in particular, but not exclusively, with regard to:</p> <ul style="list-style-type: none"> o Characteristics of the product which are material, i.e. likely to influence the consumer's choice, such as: nature, composition, method and date of manufacture, range of use, efficiency and performance, quantity, commercial or geographical origin or environmental impact o The value of the product and the total price to be paid by the consumer o Terms for the delivery, provision, exchange, return, repair and maintenance o Terms of guarantee o Copyright and industrial property rights such as patents, trademarks, designs and models and trade names o Compliance with standards o Official recognition or approval, awards such as medals, prizes and diplomas o The extent of benefits for charitable causes
Substantiation Article 6	Descriptions, claims or illustrations relating to verifiable facts in marketing communications should be capable of substantiation. Claims that state or imply that a particular level or type of substantiation exists must have at least the level of substantiation advertised. Substantiation should be available so that evidence can be produced without delay and upon request to the self-regulatory organisations responsible for the implementation of the Code.
Use of technical/ scientific data and terminology Article 9	<p>Marketing communications should not:</p> <ul style="list-style-type: none"> o Misuse technical data, e.g. research results or quotations from technical and scientific publications o Present statistics in such a way as to exaggerate the validity of a product claim o Use scientific terminology or vocabulary in such a way as falsely to suggest that a product claim has scientific validity