

## NOTE

This is an extract (in full) from the CCPA Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022. Article 8 Children targeted advertisements.

<https://consumeraffairs.nic.in/sites/default/files/file-uploads/latestnews/CCPA%20Notification.pdf>

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- 1) An advertisement that addresses or targets or uses children shall not –
  - a) Condone, encourage, inspire or unreasonably emulate behaviour that could be dangerous for children;
  - b) Take advantage of children's inexperience, credulity or sense of loyalty;
  - c) Exaggerate the features of goods, product or service in such manner as to lead children to have unrealistic expectations of such goods, product or service;
  - d) Condone or encourage practices that are detrimental to children's physical health or mental wellbeing;
  - e) Imply that children are likely to be ridiculed or made to feel inferior to others or become less popular or disloyal if they do not purchase or make use of such goods, product or service;
  - f) Include a direct exhortation to children to purchase any goods, product or service or to persuade their parents, guardians or other persons to purchase such goods, product or service for them;
  - g) Use qualifiers such as 'just' or 'only' to make the price of goods, product or service seem less expensive where such advertisement includes additional cost or charge;
  - h) Feature children for advertisements prohibited by any law for the time being in force, including tobacco or alcohol-based products;
  - i) Feature personalities from the field of sports, music or cinema for products which under any law requires a health warning for such advertisement or cannot be purchased by children;
  - j) Make it difficult for children to judge the size, characteristics and performance of advertised products and to distinguish between real life situations and fantasy;
  - k) Exaggerate what is attainable by an ordinary child using the product being marketed;
  - l) Exploit children's susceptibility to charitable appeals and shall explain the extent to which their participation will help in any charity-linked promotions;
  - m) Resort to promotions that require a purchase to participate and include a direct exhortation to make a purchase addressed to or targeted at children;
  - n) Claim that consumption of a product advertised shall have an effect on enhancing intelligence or physical ability or bring exceptional recognition without any valid substantiation or adequate scientific evidence;
  - o) Claim any health or nutritional claims or benefits without being adequately and scientifically substantiated by a recognized body;
  - p) Be published in any mass media, including advertisement on network games in respect of medical services, drugs, dietary supplements, medical instruments, cosmetic products, liquor or cosmetic surgery which are adverse to the physical and mental health of children.
- 2) An advertisement of any goods, product or service which addresses or targets children shall not–
  - a) Be such as to develop negative body image in children;
  - b) Give any impression that such goods, product or service is better than the natural or traditional food that children may be consuming.
- 3) An advertisement for junk foods, including chips, carbonated beverages and such other snacks and drinks shall not be advertised during a program meant for children or on a channel meant exclusively for children.
- 4) Any advertisement which offers promotional gifts to persuade children to buy goods, product or service without necessity or promotes illogical consumerism shall be discouraged.