

Full title of law or regulation

Code of Marketing Communication Self-Regulation Italy 64th edition effective May 2, 2018:
<https://www.iap.it/wp-content/uploads/2018/05/Code-of-Marketing-Communication-64th-edition-2.5.18.pdf>

Title of relevant section

Article 11. Children and Young People

Clauses

Special care should be taken in messages directed to children, i.e. less than 12 years of age, and young people or to which they may be exposed. Such messages should avoid material that could cause psychological, moral or physical harm, and should not exploit the credulity, inexperience or sense of loyalty of children or young people.

In particular, such marketing communication must not suggest:

- violating generally accepted rules of social behaviour;
- acting dangerously or seeking exposure to dangerous situations;
- that failure to possess the promoted product means either their own inferiority or their parents' failure to fulfil their duties;
- that the role of parents and educators is inadequate in supplying healthy nutritional advice;
- adopting poor eating habits or neglecting the need for a healthy lifestyle;

Marketing communication must not include a direct exhortation to children to buy the promoted product or to persuade other people to purchase it.

The portrayal of children and young people in marketing communication must avoid playing on the natural sentiments of adults towards the young.

Visual depictions of children, or persons resembling children, engaged in or seeming to engage in sexually explicit conduct are forbidden.
