

Full title of law or regulation

RADA REKLAMY CODE OF ETHICS

<https://radareklamy.pl/kodeks-etyki/>

This is an unofficial translation of the 'Beer Industry' (*Branza Piwna*) appendix of the above linked Code of Ethics in Advertising

Title of section	Beer industry
Article 1. Scope	<ol style="list-style-type: none">1. The subject of this Annex's regulations is all marketing communications that advertise beer, which is an alcoholic beverage, and non-alcoholic beer, the brand or other key markings of which appear in the variant of beers that are alcoholic beverages, including beverages that are a mixture of beer and non-alcoholic beverages, distributed to consumers in the territory of the Republic of Poland. The scope of marketing communications that advertise beer is determined by the definitions of advertising, comparative advertising and sponsorship described in Article 3 of the Code of Advertising Ethics (hereinafter: "advertisement" or "beer advertising").2. Non-alcoholic beer is beer in which the alcohol content by volume does not exceed 0.5%.3. Beer that is an alcoholic beverage (alcoholic beer) is beer in which the alcohol content by volume is higher than 0.5%.4. If the Code of Advertising Ethics uses the term beer, both alcoholic and non-alcoholic beer are included within the term. If one of these types of beer is stated, the provision applies only to that type of beer.5. Beer advertisements are subject to evaluation by the Advertising Ethics Commission in terms of their compliance with the Code of Advertising Ethics.6. Due to the provisions concerning minors within Article 4 of this Annex, the provisions of Chapter IV of the Code of Advertising Ethics Advertising aimed at children and young people do not apply to beer advertising.
Article 2 Restrictions on the content and form of beer advertising	<p>Beer advertising may not:</p> <ol style="list-style-type: none">1. Use images, symbols, people or topics that are offensive, derogatory or degrading;2. Offend religious feelings;3. Encourage aggressive or otherwise negative behaviour or antisocial attitudes;4. Contain content that directly or indirectly refers to drug use;5. Depict sexual content or suggest that beer consumption can positively influence sexual attractiveness or activity;6. Contain claims that beer has healing properties or prevents disease; depict or refer to pregnant or breastfeeding women;7. By order, appear where there is content related to alcoholism or alcohol-related social problems.
Article 3 Advertising alcoholic beer may not	<ol style="list-style-type: none">1. Depict irresponsible or excessive consumption of alcoholic beer;2. Depict people in a state of intoxication;3. Suggest in any way that intoxication is a socially acceptable state;4. Encourage consumers to prefer alcoholic beer for the prospect of intoxication;5. Suggest that drinking low-alcohol beer does not lead to alcohol abuse;6. Present high alcohol content or its intoxicating effect as the main characteristic of alcoholic beer in order to encourage its purchase and consumption;

	<ol style="list-style-type: none"> 7. Present in a negative light refusing to drink alcoholic beer or drinking it in moderation; 8. Present the consumption of alcoholic beer immediately before or during an activity that requires maintaining a state of sobriety, in particular driving vehicles, operating machinery and equipment, professional work, sports. An exception is showing the consumption of alcoholic beer by professional tasters or members of tasting panels during a professional tasting; 9. Suggest that physical fitness or strength is the result of consuming alcoholic beer; 10. Suggest that the consumption of alcoholic beer is necessary for social, academic or sporting success; 11. Create the image of alcoholic beer as a means of overcoming life's problems; 12. Contain statements that the consumption of alcoholic beer is absolutely necessary to achieve a state of rest, relaxation or relief; 13. Suggest that alcoholic beer has stimulant, anaesthetic or sedative properties;
Article 4 Protection of minors	<ol style="list-style-type: none"> 1. By order, beer advertising may not be directed in any way, either through its content or the manner of its communication, to persons under 18 years of age. 2. Beer advertising may not: <ol style="list-style-type: none"> a. contain images of people who are under 25 years of age; b. use images of real or fictional people or characters from the world of minors or use other elements that are intended to be attractive to minors; c. suggest that drinking beer is necessary to reach adulthood. 3. Beer advertising may be published in the press, on radio, television, in all types of digital media, including the Internet or SMS messages, only if it can be reasonably expected that at least 70% of the recipients of the message are of legal age 18. Placing a message in the media will be considered justified if the recipients' profile data, available and analysed before placing the message, indicate compliance with the age profile of the recipients specified above. The additional restriction described above does not alter the principle set out in Article 4, paragraph 1, i.e. that beer advertising cannot be directed in any way, either through its content or its manner of transmission, to persons under 18 years of age, by order. 4. By order, beer producers will not directly or indirectly commission marketing services that are directed to persons under the age of 18. This restriction also applies to activities of a product placement nature, cooperation with so-called influencers and other forms of cooperation with external entities, in particular those operating on the Internet. 5. All websites controlled (owned or managed) by beer producers who are signatories to the Code of Advertising Ethics must have means to verify age before being accessed, in particular through so-called "age-gates" for the declaration of age/ majority by the user.

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