

Law or regulation	<p>This is the 'Influencer Industry' (<i>branża Influencer</i>) appendix from the Rada Reklamy (RR) Code of Advertising Ethics, available at the time of writing only on the Polish version of the website (link below) and translated here until there is a RR translation.</p> <p>https://radareklamy.pl/kodeks-etyki/</p> <p>This is an unofficial translation. Only the original rules in Polish have force.</p>
Sections	All; Chapters I through IV
Chapter I Definitions	<p>Art. 1. For the purposes of this Code, the following terms shall mean:</p> <ol style="list-style-type: none"> 1. Influencer – a person who actively runs social media profiles, gathers a community around themselves and communicates with their followers, influencing their opinions, decisions and behaviours; 2. Influencer marketing – marketing activities conducted in cooperation with influencers; 3. Code – This code of ethical conduct in the influencer marketing industry.
Chapter II Goals of self-regulation	<p>Art. 2. This Code aims to bring together the most important principles of conduct that should be followed by Influencers, advertising agencies, advertisers, entities representing influencers and all other entities operating in the Influencer market in advertising activities.</p> <p>Art. 3. The signatories of the Code strive to ensure the highest standards of advertising and marketing, so that they are fair and transparent.</p>
Chapter III Signatories' Declarations	<p>Art. 4. The signatories of this Code declare that they will exercise the utmost diligence to ensure that Influencer marketing activities are carried out in compliance with the provisions of Polish law, including the provisions on advertising products subject to statutory restrictions (such as alcoholic beverages, tobacco products, medical devices, dietary supplements, etc.) and the provisions on copyright, exclusive rights to trademarks and other intellectual property rights.</p> <p>Art. 5. The signatories of the Code declare that they will exercise the utmost diligence to ensure that Influencer marketing activities are carried out in compliance with the regulations of the websites and internet platforms on which they are conducted, as well as with the recommendations and guidelines of the relevant authorities and industry organisations, including, among others, the Recommendations of the President of the Office of Competition and Consumer Protection (UOKIK – check how described on website in EN and maybe make a reference or link to that) regarding the identification of advertising content by influencers.</p> <p>Art. 6. The Signatories of the Code declare that they will exercise the utmost care to ensure that Influencer Marketing activities are carried out in a professional manner, with respect for the principles of business cooperation and in accordance with good practices. The Signatories of the Code will use all available industry standards and tools for this purpose at all stages of cooperation.</p>
Chapter IV Code of conduct for the influencer marketing industry	<p>Art. 7. When undertaking Influencer marketing, the principles of honesty, transparency and respect must be followed.</p> <p>Art. 8. The image of any person may be used in Influencer marketing only with the consent of that person or in a situation where it constitutes only a detail of a whole such as a gathering, landscape, or public event.</p> <p>Art. 9. Activities in Influencer marketing should be transparent and fair. In particular, such activities may not:</p> <ol style="list-style-type: none"> 1. Contain elements of physical (excluding professional sports competition) and psychological violence; 2. Contain elements depicting unsafe behaviour; 3. Contain offensive or insulting language;

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4. Violate the privacy rights of any third party;
 5. Disclose personal data of third parties;
 6. Contain content promoting suicide, self-harm or eating disorders;
 7. Be misleading or contain disinformation;
 8. Contain messages that discriminate against anyone, in particular on the basis of sex, age, disability, race, skin colour, religion, nationality, political beliefs, ethnic origin, creed, sexual orientation or gender identity;
 9. Contain messages that promote, spread or justify violence, hatred or discrimination against an individual or group of individuals or that denigrate them on the basis of their actual or perceived personal characteristics or status, such as race, colour, language, religion, age, disability, gender, gender identity and sexual orientation;
 10. Promote criminal, terrorist and extremist organisations.

Art. 10. Influencer marketing activities involving minors should be conducted with their well-being in mind – in particular, they must not:

1. Use dangerous or harmful activities involving minors;
 2. Sexualise minors;
 3. Embarrass, humiliate, or insult minors.
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