

NOTE: Article 10, Rada Reklamy Code of Ethics

https://www.radareklamy.pl/images/Dokumenty/CODE_OF_ETHICS_IN_ADVERTISING_19.01.2018.pdf

1. Advertisements should not mislead their recipients, in particular with regard to:
 - a. Important characteristics such as nature, composition, method and date of manufacture, range of use, quantity, origin (also geographical) of the advertised item;
 - b. Value of the product and the total price actually to be paid for the product as well as other payment conditions like instalment sales, leasing, credit sales, bargain sales;
 - c. Terms of delivery, exchange, return, repair and maintenance;
 - d. Guarantee terms;
 - e. Intellectual and industrial property rights such in particular patents, names, trademarks, and industrial designs and models;
 - f. Official permits or approvals, awards, prizes, medals, and diplomas;
 - g. The extent of the entrepreneur's benefits for charitable causes.

2. Data as well as scientific terms, quotations from technical or scientific publications not considered data within the meaning of the Code, used in advertisements, must indicate their source and cannot be used in a misleading manner. The data must be presented correctly from the methodological point of view. Presentation of statistical data must in particular take into account the rules of statistical inference, including the phenomenon of statistical error

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