

NOTE: Code of Ethics for Cinema Advertising (2016) ES version:

http://www.autocontrol.es/pdfs/pdfs_codigos/COD_PUBLICIDAD_CINE_30.06.2016.pdf

Article 6. Cinema Advertising and Protection of Children

- Cinema advertising during films aimed at minors (under 18's) must comply with the values and principles of child and youth protection. In particular, advertising must not contain any statements or visual presentations that could have the effect of harming minors mentally, morally or physically. The following principles must be respected: Advertising must not:
 - Directly incite minors to buy a product or service, exploiting their inexperience and credulity, nor persuade parents or guardians, or parents or guardians of third parties, to purchase the product or service advertised
 - Exploit the special trust minors place in parents, teachers or other persons
 - Present, without justified reasons, children in dangerous situations, or that incite violent, unjust, divisive, anti-education attitudes
 - Incite violence, nor imply advantages of violent attitudes
 - Show situations of clear sexual content (Art. 6.1)

- Cinema advertising shown during children's films must especially respect the principles laid down in the previous paragraph. A children's film will be understood to mean a film aimed principally at those under 7 years old. (Art. 6.2)

.....